APRIL 25, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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THE GIANT TEXAS TRIANGLE

NOW MORE POWERFUL THAN EVER!

—JAN. 1960 AREA PULSE

KLIF-KFJZ—34% IN 54 COUNTIES—#1

KLIF-KFJZ—DALLAS-FT. WORTH

"you asked for it" IN PORTLAND

25.3*

"YOU ASKED FOR IT" IS FIRST IN ITS TIME PERIOD (Sunday 6 pm) AND THE HIGHEST RATED SYNDICATED PROGRAM IN PORTLAND, OREGON.

"YAFI" IS GETTING WHOPPING BIG RATINGS ALL OVER THE COUNTRY...SAN FRANCISCO has it first with a 19.4** (Thursday 7 pm). In 7 station LOS ANGELES, "YAFI" topped a major network and all independents with an 8.6* (Thursday 7 pm). And in CHICAGO, "YAFI" is stripped Mon. thru Fri. at 4 pm and posts a 6.4***. "YAFI" can be first in your market by writing or calling...

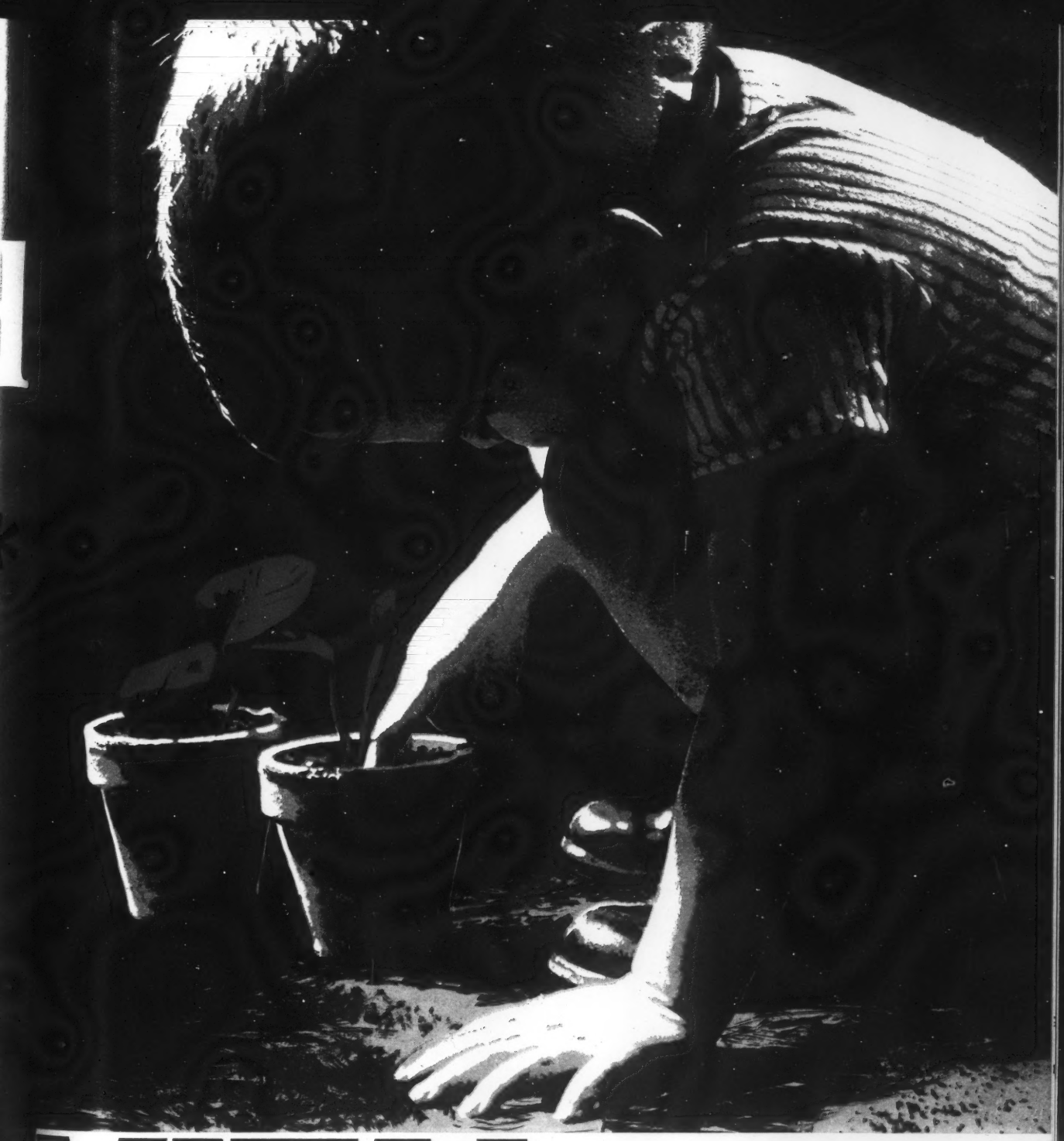
CROSBY/BROWN PRODUCTIONS

BING CROSBY, Chairman • KENYON BROWN, President

915 N. LA BREA, HOLLYWOOD OLdfield 6-6050 • 230 PARK AVE., NEW YORK MUrray Hill 9-6515
& Offices in Atlanta • Dallas • Chicago • Minneapolis • Distribution outside U. S., VIDEO-TEL INTERNATIONAL, INC.

C/B

*ARB, Jan.-Feb. '60 **Nielsen, Dec. '59 ***Nielsen, Feb. '60



VITAL

to Houston

. . . is the growth that has been experienced over the last dozen years which makes it the most remarkable metropolitan area in America. Billions in building and population surge well past the two million mark attest to the past and present vitality — the future economic opportunity.

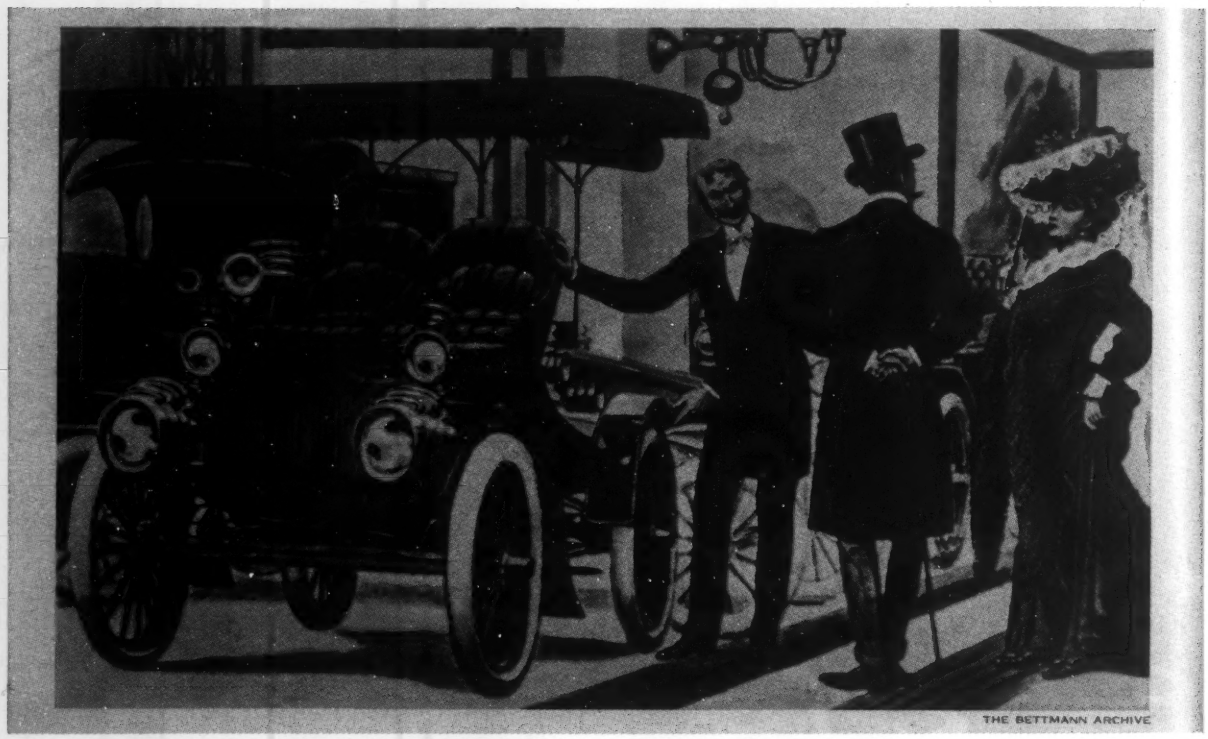
Vital to Houston too is KTRK-TV, keeping pace with this growth as it offers ever-increasing quality of television service.

KTRK-TV The Chronicle Station

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT

WGAL-TV

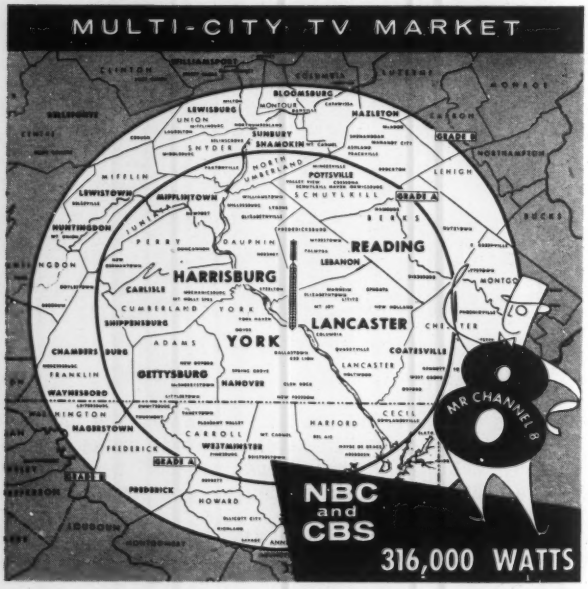
the on-the-go market



THE BETTMANN ARCHIVE

$684,903,000 automotive sales

including filling stations, automotive supplies



The people in this prosperous multi-city TV market are on the go, live better, spend better. This is truly a model-sales market. And, there's a dramatic reason for this: WGAL-TV delivers an audience which is greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Network regulation ■ Licensing of networks, as proposed in pending legislation, is opposed by FCC but agency feels there should be closer scrutiny of network-affiliate relationships, particularly as to program clearance responsibilities. This is nub of policy decided in principle by commission last week and congressional committees will be so informed in required comments on HR 5042 and HR 11340. FCC looks askance upon direct network licensing. Question: Would syndicators, notably in tv film field, be construed as networks and thus subject to FCC jurisdiction?

Interwoven in FCC's consideration of network policy is responsibility of stations for their programming which cannot be delegated to originating source, such as occurs in network distribution. If networks were licensed, presumably they would assume directly such responsibility without taking into account local programming requirements, best known to local management. Under network monopoly rules, FCC assumes no direct jurisdiction over networks but gets at them through their owned-and-operated stations. New approach probably would entail filing of vastly expanded data with commission on programming clearances.

CBS schedule ■ Late last week, CBS-TV resolved most of doubtful periods for next season's nighttime schedule which now appears quite firm (BROADCASTING, April 18). Key programs involved in latest shift: *Danger Man* (Lever and Brown & Williamson likely sponsors) takes over Friday, 9:30-10 when Westinghouse vacates after election day (Westinghouse will sponsor nine-week political coverage series). *601 Park Ave.* remains Thursday, 7:30-8:30 and *Checkmate*, which had been considered there, now penciled for Saturday, 8:30-9:30. *Checkmate* knocks out *Wanted, Dead or Alive* that now moves to same time period on Wednesday. Three shows formerly in doubt as to positioning are firmly slated as follows: *Twilight Zone* for Friday, 10-10:30, *Ann Sothern* Thursday, 9:30-10 and *Dr. Kildare* set for next half-hour.

International switch ■ It's far from a deal at this stage, but there's outside chance NBC may turn up with one or more foreign advertisers to sponsor both television and radio coverage of political conventions and elections — which American advertisers so far have spurned. U.S. firm specializing in public relations-advertising consultation for foreign manufacturers has asked NBC if it would accept foreign sponsorship of American political events. Two companies were mentioned, one European and one Japanese (presumably Datsun autos). Network has approved principle, now awaits more details (see "Information Shows Go Begging," page 31).

Influence rules ■ Controversial matter of *ex parte* contracts in FCC rulemaking will be one of subjects of special FCC meeting today (Monday). Before commissioners will be proposal to provide system of rulemaking in two categories: (1) general subjects where off-the-record presentations will be permitted and welcomed and (2) limited rulemaking, with consideration to be confined to matters on official record and *ex parte* presentations prohibited. Latter system would not exclude staffers from making presentations to commission and would be designated in those cases where it appears interests of individual parties would be affected. At time of rulemaking notice, procedure to be followed would also be announced.

Live drama ■ Latest Neilsen top 10 tv ratings (out today, April 25) contain at least one sleeper. *Playhouse 90* made list April 3 for first time since show went on floating schedule in February. April 3 play, "Alas, Babylon," based on Pat Frank's nuclear war novel, topped Ed Sullivan's average audience for prior week in same Sunday time beginning at 8 p.m. *Playhouse 90* marked up 29.6 average audience rating against Sullivan's 26.3 week before. Total audience rating for 90-minute war story was 39.7, third on list.

Windfall at ABC-TV ■ Pharmaceutical Inc's. $15-16 million network tv budget next fall will go to ABC-TV. This is what advertiser has set via Parkson Adv., its agency: alternate hour of *Lawrence Welk Show* (advertiser will alternate with Dodge), alternate thirds of *Islanders* and *Adventures in Paradise*, both hour-long, "undefined commitment" for Sunday afternoon in which *Amateur Hour* may be placed. In addition there'll be daytime shows.

Expansion minded ■ Edgar B. Stern Jr., president and principal owner of WDSU-AM-FM-TV New Orleans and WAFB-TV Baton Rouge, is embarking upon expansion, looking toward acquisition of full quota of five vhf tv stations (plus radio properties where available) with eventual public stock issue. Negotiations currently are in progress for merger of WDSU Broadcasting Corp. with other established tv-radio operations.

Mr. Stern, whose interests include holdings (and directorship) in Sears, Roebuck & Co., owns 67% of WDSU Corp., which in turn owns 68.7% of WAFB-TV, now operating uhf but which seeks vhf facility. Robert D. Swezey, former executive vice president and general manager of WDSU, owns 20% of that corporation; A. Louis Read, general manager, 10%, and Lester E. Kabacoff, controller, 3%.

War against CATV ■ Harry C. Butcher, president of KIVA-TV Yuma, Ariz., this week sets up headquarters in Washington to press for legislation pending in both Senate and House designed to protect interests of existing small-market tv stations against incursions of community antenna systems. Hollis Seavey, former director of Clear Channel Broadcasting Service and recently identified with Regional Stations group, is Capt. Butcher's chief of staff.

Hill debut ■ AB-PT President Leonard H. Goldenson will make his first appearance before House Legislative Oversight Committee this week in connection with payola inquiry involving ABC-TV's star deejay Dick Clark. Mr. Goldenson is tentatively scheduled to testify on Friday, April 29.

Regular schedule ■ In departure from its use of tv specials in recent years, Westclox Div., General Time Corp., is understood to have signed for alternate sponsorship of regular series—*Tab Hunter Show*—next season on NBC-TV (Sun., 8:30-9 p.m.). Lorillard has already signed for other half. Agency for Westclox: BBDO, Chicago.

Bicks tapped ■ Any day now President Eisenhower is expected to nominate 32-year-old Robert A. Bicks as assistant attorney general in charge of Antitrust Division. Recommendation already has been made by Attorney General William P. Rogers. Mr. Bicks, who has been particularly active in radio-tv area since he became acting assistant attorney general last May, will become youngest attorney ever to hold top trust-buster slot.

Anahist ups spot ■ Anahist, which starts big advertising push in fall, has already determined it will be back even stronger in spot tv this year. Warner-Lambert product spent $3.8 million in 1959 spot. Ted Bates is agency.

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WHIO-TV King Size Tower for a King Size Market!

WHIO-TV Original Tower—*523 feet*

Present WHIO-TV King-Size
Covering 41 counties of 3 states—
2,881,420 people

So triangular, so thin, so highly stacked!

In television towers, it's *height* that counts. And with men who know their TV towers best, it's WHIO-TV. *Try* the King-Size Tower Test soon. Longer length protects your Advertising dollar—travels your television message farther. Longer length helps filter out irritating interference, too. And it covers Ohio's third, the U. S. 33rd greatest market! Ask George P. Hollingbery representatives to tell you more about WHIO-TV.

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV
CBS
Channel 7
Dayton
Ohio

SEAL OF GOOD PRACTICE

WEEK IN BRIEF

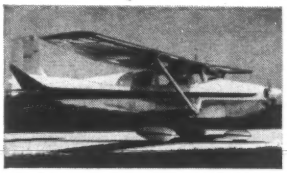
MR. LAWRENCE

Sundry breeds of television haters ■ There are lots of people who honestly hate television. And those who claim they do but don't. And those who claim to love tv but secretly loathe it. Those who get paid for hating tv. And those who don't give the slightest tiny freep one way or the other. Mark Lawrence, vice president and director of radio-tv, MacManus, John & Adams, New York, sorts them all out in this week's MONDAY MEMO. But he feels adventuresome people who really care will gravitate to the business and keep it all worthwhile despite the haters. Page **26.**

A network paradox ■ It's a tough sell for big-budget information programs while advertisers stand in line to buy into entertainment shows. Page **31.**

Editors have troubles, too ■ American Society of Newspaper Editors finds obstacles confronting access to public news events and hears newspapers criticized for their failure to give the public enlightened news coverage. A BROADCASTING poll shows editors overwhelmingly opposed to more laws or regulations as solutions to broadcasting industry's problems. Page **48.**

Time sales rising ■ Both radio and tv expect 1960 total radio revenues to pass 1959 figures with plenty to spare according to survey directed by Charles H. Tower, NAB economics manager. Page **50.**



Radio-tv take off in aircraft ■ Business flying is becoming much more prevalent among today's broadcasters: 157 stations fly 138 planes and 34 helicopers; 50 of these stations own their own aircraft. In an exclusive first-of-its-kind survey, BROADCASTING learned just how much flying radio-tv stations are doing these days, what they are using their aircraft for, how much it costs and what the operating problems are. The results show how aircraft have become today's new technical tool to save executive travel time, win prestige and new business and move station engineers, personalities and newsmen from here to there quickly. This SPECIAL REPORT begins on Page **52.**

CBS meets with stockholders ■ A management report on CBS' state of affairs gets through to stockholders at annual meeting despite harrassment from a few. Page **77.**

Another owner for Mutual ■ Radio network gets its sixth owner in three years as Minnesota Mining & Mfg. Co. relieves McCarthy-Ferguson group. Page **81.**

Peabody awards ■ CBS picks up 6, NBC receives 3 and ABC wins 1. Dr. Stanton is cited for his efforts on Sec. 315 amendment. Page **88.**

RCA's color set report ■ Glowing—the greatest quarterly upturn in the six-year history of color tv set sales reported by RCA, which announces plans to double color tv production capacity. Page **93.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

PAY-OFF POINT

SUMMER, 196

Southern New England becomes home base for thousands of vacationers from every corner of the country from June to September. These recreation seekers swell WPRO-TV's audience like a high tide.

Summer programming features the live and lively, with Red Sox baseball, the Olympic Games, the national nominating conventions, and live telecasts of the prize-winning plays in WPRO-TV's playwriting contest. There'll be two hours of live fare every day for the small fry, and a great schedule of first run movies, day and night.

Combine such potent programming with powerful and undiminished promotion, and your pay-off point is Channel 12.

You'll find your prospects buying on Cape Cod, Martha's Vineyard, Watch Hill, Newport or the Narragansett Bay area. You can be sure their TV sets are locked on 12, The Channel of the Choice.

Call Gene Wilkin at PLantations 1-9776 or your Blair TV man, and make WPRO-TV the pay-off point for your sales.

WPRO-TV

Providence • Channel 12

Represented nationally by Blair-TV

CAPITAL CITIES BROADCASTING CORP.

PROGRAMS BIGGER OFFENDERS

Tv commercials fare better, 4A panel finds

Programs are much bigger offenders than commercials in opinion of people who find "objectional" material on television. That survey finding was reported to American Assn. of Advertising Agencies convention Friday (story page 36) in filmed panel program produced by CBS-TV.

Panelist Paul I. Lyness of Gallup & Robinson, research firm, said 42% of viewers contacted in survey "could actually recall" objectionable material—and that only about 5% of criticisms were directed against commercials. Without going into details, Dr. Lyness said "the bedroom and the bathroom are causing most of the difficulty." He thought it significant that "4 in 10 viewers are conscious of bad taste . . . on television."

Researcher Elmo Roper, another panelist, thought it likely that people are less impressed by bad print ads because they don't see them. "Everybody doesn't go through the newspaper looking for every ad," he said, "but everyone who is going to watch television for an hour or two hours, or whatever, does see those ads." For this reason he thought television's standards of acceptability must be higher than print media's.

Mr. Roper also cited survey results to support contention "that restrained advertising" may be more effective than "exaggerated claims." He said "we have research to show that the very restrained commercials of Standard Oil Co. on one of the television shows is producing a very markedly good effect."

Dr. Lyness felt that "the average commercial" does not create "a great deal of disfavor" as compared to favorable reactions it produces. About 3% are unfavorable, 26% favorable, he announced.

Panel agreed that people are quick to spot phony or exaggerated ads. Film was introduced by James T. Aubrey Jr., CBS-TV network president, and moderated by Richard D. Heffner, director of special services for CBS-TV information service. Other panelists were William A. Lydgate of Earl Newsom & Co., public relations, and Pierre Martineau, *Chicago Tribune*.

CBS plans to broaden its on-air editorials

CBS will broadcast regularly scheduled editorials on its radio and tv networks later this year, President Frank E. Stanton of CBS Inc. revealed April 22 at Washington convention of American Society of Newspaper Editors (early story page 48).

Dr. Stanton, in answer to query following his prepared luncheon address, said network has carried 38 editorials this year on its 12 o&o stations and has found "mostly good" reaction though he is not yet satisfied with series. "It's a new field and we're acting slowly."

In past CBS has broadcast occasional network editorials but they have been few in number. As to current o&o editorials, he said, "some have been on the soft side, but we're coming along."

Dr. Stanton said in answer to another query that network is "moving in the direction of the magazine advertising concept." For many years, he explained, sponsors have had no control whatever over news and public affairs program though they may have had influence on entertainment side.

'Gradual Shift' ■ He said there is "a gradual shift" to magazine concept, in which advertisers buy intervals between program segments. "I had a chance to watch this formula on the ITA system in England," he said. "Some of you might be interested to hear they had as many as 15 commercials back-to-back at 9 p.m., if you think they're bad in this country."

Many stations apply magazine concept to feature films, he said, with advertisers buying exposure in time breaks. He predicted there will be more of this type of operation as years go by.

Replying to query by John S. Knight, head of Knight newspaper-broadcast interests, Dr. Stanton said network could make available to ASNE members transcripts of upcoming newspaper critique series in which network will do programs dealing with newspapers similar to newspaper critiques on art, theatre, television and other topics.

"There's a feeling we're trying to get even with newspaper in this series," he said. "Nothing of the kind. We will do a constructive job and currently are dry-running the program." CBS did a similar series on radio years ago, he said. Newspaper series, moving around seven cities in which network has o&o stations, will start in New York.

Boston ch. 5 case reargued at FCC

Two luncheon meetings between former FCC Chairman George C. McConnaughey and Robert Choate, president of ch. 5 WHDH-TV Boston, played prominent role in Friday (April 22) oral argument before FCC on supplemental initial decision upholding ch. 5 grant.

Arguing for Justice Dept., Dan Oldbaum attacked Hearing Examiner Horace Stern's finding that Mr. Choate's meetings, at his instigation, with Mr. McConnaughey were irrelevant (BROADCASTING, Sept. 28, 1959). Mr. Oldbaum said two principals were total strangers prior to *ex parte* meetings while WHDH was ch. 5 applicant and that they were "deliberately planned" by applicant. Justice attorney also hit as improper memorandum Mr. Choate attempted to give Mr. McConnaughey on then-pending legislation in Congress regarding newspaper ownership (WHDH-TV is owned by *Boston Herald-Traveler*) of broadcast stations.

He argued that commission "must reverse the examiner" and set aside grant *to Herald-Traveler*. Mr. Oldbaum also hit as improper *ex parte* presentations made by Forrester Clark, president of losing applicant Massachusetts Bay Telecasters.

Defense View ■ William Dempsey, counsel for WHDH-TV, countered that it is "just not true" that Mr. Choate's only interest in seeing Mr. McConnaughey was to discuss pending ch. 5 contest. On newspaper memorandum, Mr. Dempsey said purpose was to cite legislative history behind newspaper ownership of tv stations.

Speaking for commission general counsel, Associate General Counsel Ed Holtz noted that his office had taken position in proposed findings that both WHDH and Massachusetts Bay should be disqualified as well as Chairman McConnaughey's vote. Judge Stern, he said, explained away conflicts in testimony as unimportant and due to vagueness of memory. But, he said, FCC could end matter by setting aside grant and taking entirely new vote.

Mr. Dempsey said Holtz views were not proper subject for oral argument.

AT DEADLINE CONTINUED

He said FCC general counsel did not file exceptions to initial decision, but then urged FCC to "take cowardly position" and set aside grant.

Other Views ■ J. Joseph Maloney, counsel for third applicant, Greater Boston Tv Corp., stressed proposed findings of FCC and Justice that Mr. Choate's activities were improper. He maintained that WHDH, and Massachusetts Bay both should be disqualified.

Speaking for Massachusetts Bay, Lawrence Sullivan said that FCC can draw no conclusion except to disqualify WHDH because of Mr. Choate's activities, as well as vote for *Herald-Traveler* by Chairman McConnaughey.

More ABC-TV sports

ABC-TV reported Friday (April 22) it has obtained option until May 15 to purchase rights to 17 games next fall of newly-organized American professional football league for $125,000 per contest. Spokesman said that if network obtains at least 60% sponsorship by May 15, it will exercise option. Negotiations on behalf of new professional football group were handled by Music Corp. of America.

Electronic vtr editor

All-electronic editing machine for video tape, developed by subsidiary Paramount Television Productions at its KTLA (TV) Los Angeles, announced by Paul Raibourn, vice president of parent Paramount Pictures Corp. Dubbed "TVola," complex unit incorporates four Hughes tv memory tubes with 200-transistor timing circuit to permit frame-by-frame editing. With price to depend upon installation, TVola will be marketed in about six months by Autometric Corp., another Paramount subsidiary. Other electronic vtr editors were announced during NAB convention (BROADCASTING, April 11).

Clark request denied

Request by ABC-TV disc jockey Dick Clark that he be lead-off witness tomorrow (Tuesday) when House Legislative Oversight Subcommittee resumes payola hearing, with emphasis on Mr. Clark's activities, was turned down Friday (April 22) by subcommittee which decided that Mr. Clark would be called either second or third day. Subcommittee spokesman said group wanted to "build its case" with other witnesses first. Names of some 25-30 witnesses, most of whom have been subpoenaed, have not been released by subcommittee, headed by Rep. Oren Harris (D-Ark.).

Graphic tv plans

Graphic Pictures Inc., in move to revive Chicago as major tv production center, has bought $300,000 of RCA tv camera and vtr equipment for new studios in Chicago Daily News Bldg. Production of syndicated programs, duplicating facilities and other equipment brings investment to $500,000, according to Robert Estes, Graphic president.

■ Business briefly

Phillips drive ■ Phillips Petroleum Co., Bartlesville, Okla., has set spot tv-radio push starting May 2 for new gasoline and motor oil (products respectively named Flite-Fuel and Trop-Artic). Campaign, which also involves newspapers and billboards, represents increase over former drives. News and weather reports will be sponsored in 75 tv markets and other tv spots in 45 additional markets. Radio spots also are in works. Phillips' territory now cover 36 states. Lambert & Feasley, N.Y., is agency.

Local tie-in push ■ Fibers Div., American Cyanamid Corp., N.Y., will enter nine markets in May and June for individual week-long tv spot drives which will tie in with local stores for promotion of Creslan men's wear. Some 9-15 spots, both daytime and night minutes and ID's, to be purchased according to size of market. Agency: Ben Sackheim Inc., N.Y.

20 minutes ■ American Tobacco, through BBDO, N.Y., has signed for weekly thirds of NBC-TV's *Bonanza* next fall (Sat., 7:30-8:30 p.m.). Product not yet designated.

Shoo-fly radio ■ Union Carbide Chemicals Co. (insect repellent), N.Y., is launching 13-week campaign on ABC Radio shortly, sponsoring two five-minute segments per week. Agency: J.M. Mathes Inc., N.Y.

WEEK'S HEADLINERS

MR. RICH

Lee Rich, vp in charge of media and member of board, Benton & Bowles, appointed to newly-created post of vp in charge of media and programming. Oliver Barbour continues as vp in charge of tv and radio programming and Grant Tinker as vp and director of programming. In announcing Mr. Rich's appointment today (April 25), B&B President Robert E. Lusk noted pressure of tv demands "centralization of authority to negotiate, to decide and to commit the agency for both programs and time periods with package producers and network principals." Mr. Rich, with B&B since 1952, started his advertising career before World War II as Lord & Thomas timebuyer; after four years' service in Navy joined American Assn. of Advertising Agencies as staff executive; later became media director, Albert Frank-Guenther Law, was for three years media director, William H. Weintraub Agency (now Norman, Craig & Kummel). He joined Benton & Bowles as associate media director, named vp in 1955 and director of media in 1957 and was elected to board in April of last year.

MR. BROWN

Thad H. Brown Jr., NAB tv vp, resigns effective with NAB's June board meeting and will return to private law practice (CLOSED CIRCUIT, April 18). In announcing Mr. Brown's decision, Clair R. McCollough (Steinman Stations) chairman of NAB policy committee, said his committee accepted Mr. Brown's resignation with regret. Successor will be named shortly. Mr. Brown, who graduated from Harvard Law School, is son of late Thad Brown, Ohio Republican who served as member of Federal Radio Commission. He joined law office of Roberts & McInnis in 1946. Firm was counsel for Television Broadcasters Assn., which was merged into NAB in 1951. He assumed NAB tv vice presidency in mid-1951.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

AN HISTORIC FIRST

For the first time in the 16-year history of the American Public Relations Association's Silver Anvil Awards, a broadcaster has been honored for accomplishments in the "Civic Enterprises" category. The Award was made to the WFBG Stations for their "Jobs for Joes" campaign which raised a million-dollar fund for further industrial expansion of Blair County. This successful campaign is but one of many community services spearheaded by the WFBG Stations. Just one of many reasons why residents of the Altoona-Johnstown area accept the WFBG Stations as good neighbors and so readily welcome them into their homes.

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TRIANGLE STATIONS

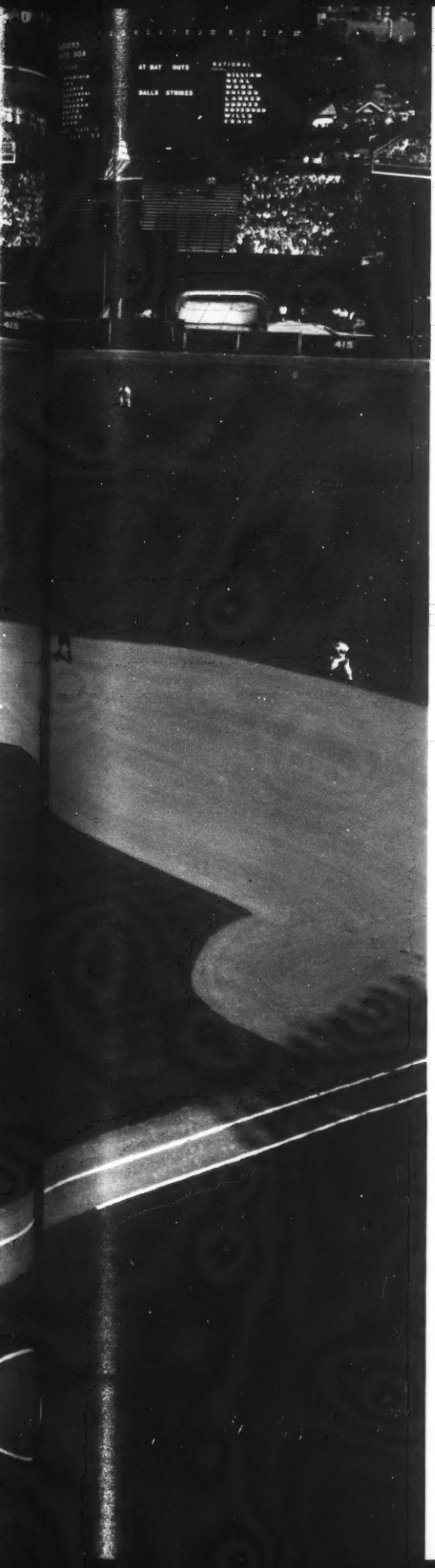
WFBG-AM·TV

ALTOONA—JOHNSTOWN, PA.

ABC • DAREN F. McGAVREN CO. • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
Regional Offices: 3440 Wilshire Blvd., Los Angeles 5 / 6404 Sharon Rd., Baltimore 12

Jack Brickhouse and Vince Lloyd, ace sportscasters, add colorful word pictures to the exclusive color telecasts of Chicago Cubs and White Sox home games over WGN-TV.



The world's most colorful station!

This season marks WGN-TV's 13th year of telecasting baseball in Chicago—and the only television station in the nation covering two home teams.

Beginning with the season's opening home baseball game, WGN-TV is telecasting every daytime home game of both the Chicago Cubs and White Sox (120 in all) in Color . . . becoming the World's Most Colorful Station!

Cubs and Sox home games sponsored by Theo. Hamm's Brewing Co. and Oklahoma Oil Co.

WGN-TV *CHICAGO*

symbol of responsibility in broadcasting

Le Mail pull Hot

65,429 entries in WSB Radio birthday car contest!

How far will a 1960 Renault Dauphine go on a gallon of gas? As a fun-feature of WSB Radio's 38th Birthday celebration in March, listeners were invited to send in their guess — nearest accurate to get the Renault! Contest was in cooperation with Joy Motor Company, Atlanta; test run supervised by the Georgia Motor Club, AAA affiliate.

The 3-week radio promotion produced a record pull of over 65,000 entries. This performance leads to the natural observation: How far can you go on radio? Far, friend, far! . . . *when you're on WSB Radio in Atlanta!*

WSB Radio

The Voice of the South / Atlanta

Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

APRIL

*April 25 —Overseas Press Club, Forum luncheon, 35 E. 39th St., New York, Rep. Oren Harris, speaker.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, New York.

April 25-28—American Newspaper Publishers Assn. annual convention. Several topics related to radio and tv are on the proposed agenda. Waldorf-Astoria Hotel, New York.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, Sales Management.

*April 27—Advertising Managers Organization, dinner meeting on "Creating Radio Commercials," 6:30 p.m. at Gay Nineties Saloon, Beverly Hills, Calif. Dal Williams of Spotmakers and Mort Stein of Music Makers will speak.

April 27—Radio & Television Executives Society roundtable on "How to Report a Political Convention" with J. Gilbert Baird, sales promotion manager. Westinghouse Electric's major appliances division, and Paul Levitan, CBS News' director of special events. Luncheon, 12:30 p.m., Palm Terrace, Hotel Roosevelt, New York.

April 28—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Hildred Sanders, vice president, Honig-Cooper & Harrington, L.A. Hollywood Knickerbocker.

April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

April 28-30—Adv. Federation of America fifth district convention, Pick-Fort Hayes Hotel, Columbus, Ohio. Among speakers: Dallas Townsend, CBS News; Edward McNeilly, account executive, Doyle Dane Bernbach; George Head, advertising and sales promotion manager, National Cash Register Co.; Frank Lovejoy, Socony-Mobil, and Harry Bowzer, Dairy-Pak Butler. Preceding convention (April 28) will be reception and buffet. Winners of AFA fifth district advertising contest will be announced at Friday (April 29) luncheon, with presentation of district's Ad Man of Year at evening banquet. Advance registrations being accepted by Columbus Adv. Club of area Chamber of Commerce, 30 E. Broad St.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29-30—Professional Advertising Club of Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

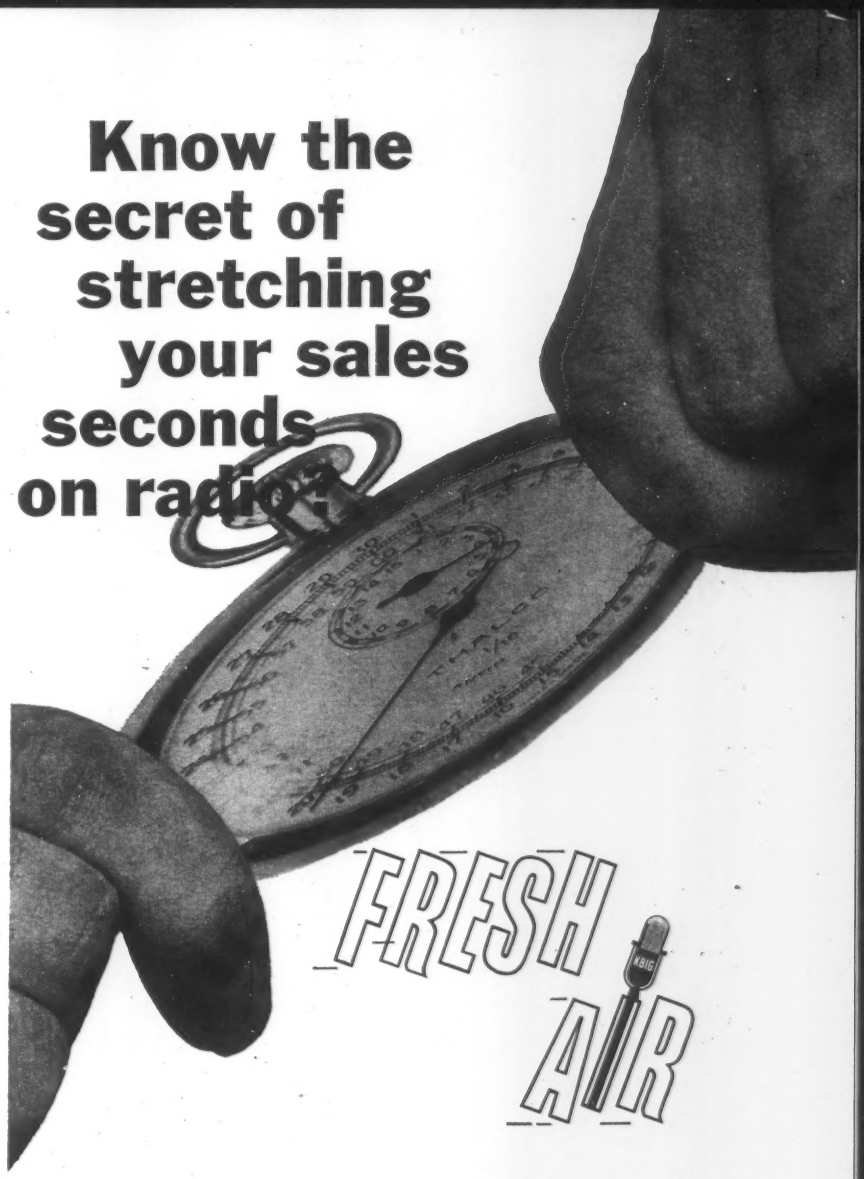
*April 29—Oral argument before FCC en banc on Beaumont ch. 6 case involving competitive applications by KFDM and KRIC that city. Court remanded case last year for further hearings. KFDM holds original grant for that channel.

April 29—Better Business Bureau of Los Angeles 30th anniversary luncheon. Earl W. Kintner, FTC chairman, will speak on "The Unsoiled Sell." Biltmore Bowl.

April 30—Radio Television News Directors Assn. spring board of directors meeting. Sheraton Russell Hotel, New York.

April 30—UPI Broadcasters Assn. of Connecti-

Know the secret of stretching your sales seconds on radio



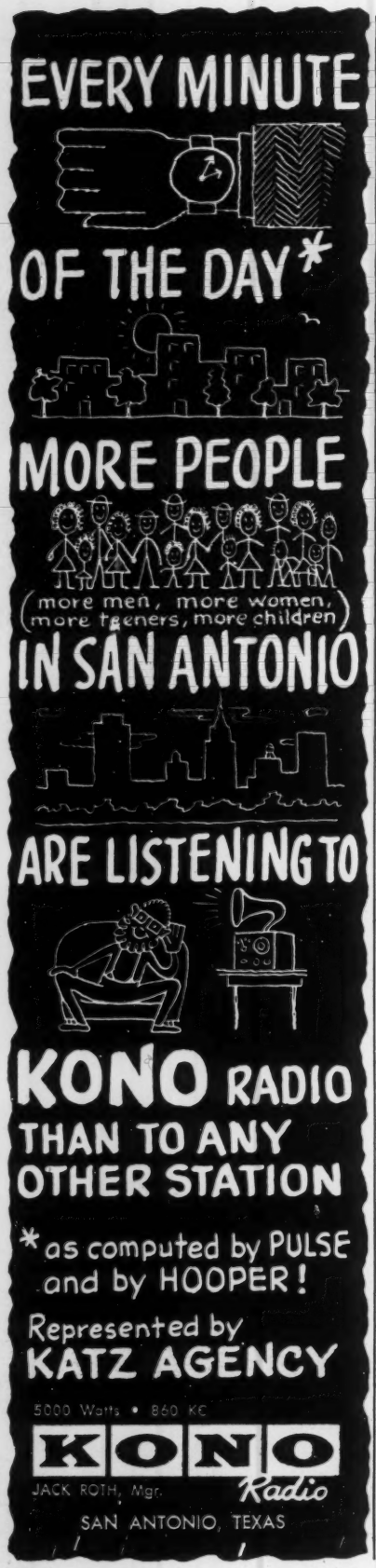
Small budget or big one... FRESH AIR gives you *more* for your money. *More* impact, *more* coverage with each broadcast second! This distinctive, new KBIG programming adds greater prominence to your sales message... gets the *attention and respect* of a convincible, higher-income audience in 234 Southern California markets. Yet, you can buy *17 "minutes"* of FRESH AIR for *less* than the average cost of *10* on the other big-signal regional stations. Your KBIG or Weed Rep has proof!

Different programming, different audience... KBIQ (FM) is a valuable combination buy with KBIG—at a special combination rate.

KBIG Radio Catalina... 740kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.,
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205

National Representative: Weed Radio Corporation



cut convention. Studios of WTIC-AM-TV Hartford.

April 30—Georgia AP Broadcasters Assn. news clinic. Atlanta.

April 30 — Wyoming AP Broadcasters annual meeting. Gladstone Hotel, Casper.

April 30-May 1—United Press International Broadcasters Assn. of Texas annual convention. UPI's national radio-tv editor of Chicago will be featured speaker. Special program from Air Defense Command, Colorado Springs. Baker Hotel, Dallas.

MAY

May 1-30—National Radio Month observance.

May 1-7—Society of Motion Picture and Television Engineers semiannual convention. "New Techniques for Films, Tv and Video Tape." Ambassador Hotel, Los Angeles.

May 1-7—U. of Missouri School of Journalism, Columbia, Mo., annual journalism week. David Brinkley and Chet Huntley, NBC-TV commentators, will be among the speakers. Broadcasters Day is May 4. Mr. Brinkley will address group that day; Mr. Huntley will speak at banquet, May 6 at 7 p.m.

May 2—Deadline for comments on FCC's March 16 notice of sponsorship identication applying to free records, junkets, furnishing of program material, etc. Comments are required to include supporting briefs and memoranda of law.

May 2—Comments due on proposed FCC rulemaking to shift Fresno, Calif, to all-uhf market.

May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 3—Conelrad drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

May 3—Television Bureau of Advertising sales clinic. King Cotton Hotel, Greensboro, N.C. For list of subsequent sales clinics and their locations, see BROADCASTING, April 4.

May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.

May 4-7—Institute for Education by Radio and Television, under auspices of Ohio State U., Deshler-Hilton Hotel, Columbus, Ohio. Among speakers and panelists will be FCC Chairman Frederick W. Ford; Ralph McGill, editor, Atlanta Constitution, and Matthew J. Culligan, general corporate executive, McCann-Erickson.

May 5-6—Montana Broadcasters Assn. annual meeting. Finlen Hotel, Butte.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

*May 6—Chesapeake AP Radio-Television Assn. Sheraton-Belvedere Hotel, Baltimore.

*May 6—Middle, West Tennessee AP Radio Members, Paris Landing Inn, Kentucky Lake.

May 6—Radio & Television Guild of San Francisco State College 10th annual conference and banquet.

May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 7—California AP Tv and Radio Assn. 12th annual meeting. Jack Tar Hotel, San Francisco.

*May 9-10—Annual meeting of Assn. of Federal Communications Consulting Engineers. Pompano Beach Club, Hamilton, Bermuda.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12—Reply comments due on proposed FCC rulemaking to shift Fresno, Calif., to all-uhf market.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-15—South Dakota Broadcasters Assn. annual meeting. Sheraton-Johnson Hotel, Rapid City.

May 14—UPI Broadcasters of Michigan. Pantlind Hotel, Grand Rapids.

May 14-16—Advertising Federation of America 2nd Dist. convention, Skyline Inn, Mt. Pocono, Pa.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 16—Iowa Broadcasters Assn. annual convention. Hotel Fort Des Moines, Des Moines.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

May 18-19—Illinois Broadcasters Assn. meeting. Hotel Orlando, Decatur. Key speakers: FCC Comr. Robert E. Lee and Walter Schwimmer, president of syndicated-package and distributor firm bearing his name.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

May 18-21—Pennsylvania Assn. of Broadcasters, Galen Hall, Reading, Pa.

May 19—Southern California Broadcasters Assn. luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

*May 20—Comments due on FCC rulemaking to permit daytime-only stations to sign-on at 6 p.m. local time without prior authority.

May 20—Iowa AP Radio-Tv News Assn. annual meeting. Town House, Omaha, Neb.

May 21-22—Illinois News Broadcasters Assn. spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign.

May 21—UPI Broadcasters of Illinois. Hotel Inman, Champaign.

May 22-24 — National Educational Television and Radio Center spring meeting of station managers of affiliated etv stations. LaSalle Hotel, Chicago.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

JUNE

June 1-3—International Advertising Assn. 12th annual congress, Waldorf Astoria, New York.

*June 2-4—Mutual Adv. Agency Network quarterly meeting, Bismarck Hotel, Chicago.

June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.

June 4-5—Oklahoma Associated Press Broadcasters Assn. Trade Winds Motel, Tulsa.

*June 5-8—Advertising Federation of America, 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak June 6. Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 13—Deadline for filing reply comments to FCC amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

June 16—Rehearing on Miami ch. 7 case involving questions of ex parte representation to FCC commissioners. U.S. Customhouse, Philadelphia.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

June 16-18—Florida Assn. of Broadcasters annual meeting, Ponte Vedra Inn, Jacksonville Beach.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

General Electric eliminates possible "blind spots" in their national television message by advertising G.E. Bulbs with spot campaigns in SELECTED markets. The fabulously funny Mr. Magoo — featuring the voice of Jim Backus — is the pleasantest TV ad treatment to come along in many a year. Here's an example of how SPOT has gone big time. Successful advertisers like G.E. know the power of spots well-placed — know how to capitalize on the unrivalled selectivity, exclusivity and productivity of Spot TV.

H-R Television, Inc. Representatives

Produced by U.P.A. Pictures, Inc. for General Electric.

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WBZ-TV BOSTON

PUBLIC

— 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects

SERVICE PROGRAMMING

And look at these other facts about WBZ-TV! ■ Most newscasts of any Boston TV station. ■ Most local air personalities – more than any other Boston TV station. ■ Most national advertisers of any Boston TV station – 193 compared to 148 for the second-place station. ■ Largest TV share of audience.* ■ Most awards of all Boston TV stations. ■ *That's why in Boston, no TV spot campaign is complete without the WBC station –*

**AUB*

WBZ-TV
BOSTON
Represented by
Television Advertising
Representatives, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

Advertisement

Pulse Beat

Great Britain eyeing rating methods: In feature article by London's well-known "Television Mail", editors say:

"The future of television audience measurement is now in flux. Crux of the matters is that advertisers feel they are not getting the information they need most.

"The present meter system is a compromise on cost.

"The present situation has been created through emphasis on speed, rather than accuracy; the very human desire to know something—anything.

"The log-diary panels now total 1,700 people, of which the largest group is 300 in London. Each diary is placed in a home which is also fitted with a meter.

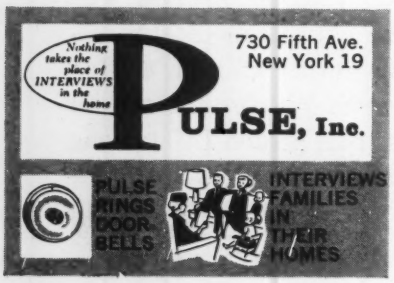
"Neither the diary nor push-button recorders are reliable. Any method which employs self-recording of information is liable to error . . . the type of information which can be provided is sharply limited.

"The only complete answer to these shortcomings is an aided-recall survey, to provide audience composition covering the total viewing nationally and in each area. (Italics ours.)

"Aided-recall would provide not only more accurate information, but would greatly extend its range. The personal interview is a flexible device which can be designed to extract appreciation of individual programs, attitude toward the service, continuous measurement of attitude toward commercials, and so on." "Television Mail," February 26, 1960.

Get the complete article. We have reprints. Write or phone—and read.

Stressing Station-Image, Audience Image: Guest of Texas Broadcasters Ass'n., Mar. 14, Houston, Dr. Sydney Roslow cited qualitative assets, among them audience belief: "In one market we asked if conflicting news accounts were aired over several stations, which would be believed. 26% would believe the highest, while only 2½% would believe the last station." Pulse facts like these strengthen both buying and selling of time and programming.


Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

*June 20—Comments due on FCC rulemaking to add third vhf channel in selected major markets.

June 20—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers.

*June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

June 22-24—Second National Conference on Electronic Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

*June 23-25—National Assn. of Tv & Radio Farm Directors' annual summer meeting Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

*June 24-25—Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

JULY

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

■ Book reviews

■ *"The Church in the World of Radio-Television" by John W. Bachman; Association Press, New York 7; 191 pp; $3.50.*

The author, who is a professor of theology and has studied the role of mass communications for the National Council of Churches, compares the impact of radio-tv to the breakthrough of printing during the Reformation. Mr. Bachman analyzes programming; the place of news and its interpretation; the changing role of advertisers with wit and erudition.

The broadcasting industry, the author states, has profound shortcomings as a mirror of our culture. It seems to display a "built-in allergy to unpleasantness." He charges that the churches have not always taken their broadcasting opportunities seriously and presents a clear outline of its task of communication.

■ *"The Roguish World of Doctor Brinkley" by Gerald Carson; Rhinehart & Co., N.Y.; 280 pp; $4.95.*

A plunge into the seamy world of Dr. John R. Brinkley, radio's "medicine man" whose rejuvenation pitch brought him about $12 million in a quarter century of "plugola." Constructing his own private station, KFKB Milford, Kan., the doctor's voice soon blanketed America and brought the colorful pitchman trouble from the AMA and the Federal Radio Commission.

The author, whose popular *Cornflake Crusade*, (the story of the Kellogg family), sparkled with pungent wit and humor, has once again found a subject which is a natural for his style.

Verdict: fascinating reading about one of the most colorful broadcasting personalities whose exploits would surely cause mounting blood pressure at both the FCC and the halls of Congress these days.

OPEN MIKE

Sponsor identification issue

[on Sec. 317],

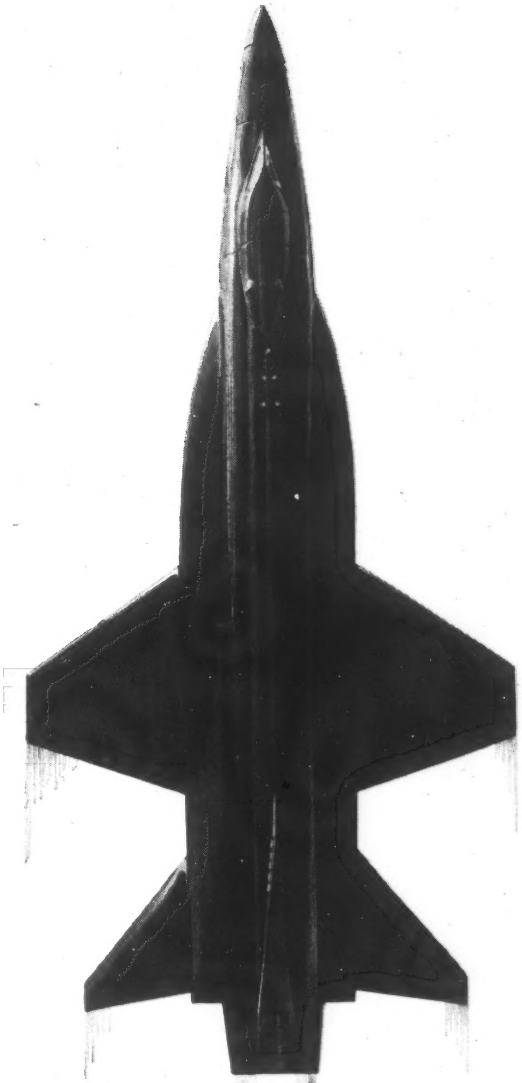
EDITOR: Thanks for your splendid editorial" . . . Confusion Compounded" [BROADCASTING, April 11] and for your excellent coverage of the NAB convention. I do hope the members of the FCC will carefully peruse your entire April 11 issue.—*F.C. Sowell, Vice President & General manager, WLAC Nashville.*

Stockholder support

EDITOR: It seems to me that the tv and radio people have missed a bet by not enlisting their stockholders to help them in this situation. Management cannot accomplish very much these days without having a group of people, either consumers or stockholders, behind them, who can have political and psychological impact upon those in government who are influenced by quantitive values as much as by qualitative values.—*Benjamin A. Javits, President, United Shareholders of America Inc., New York.*

Time to wake up

EDITOR: I'm a radio production writer—



THE X-15 IS THE

PACESETTER

IN JET TRAVEL.

It is designed to fly at more than 4,000 miles an hour more than 100 miles above the earth.

WSAI Radio

IS CINCINNATI'S

PACESETTER

RADIO STATION

WSAI is the first radio station in America to "review" the newspapers. Six times daily, WSAI comments on both local papers, offering brickbats and bouquets. No single feature has ever stirred up greater interest. In Programming . . . in Popularity . . . in Productivity, WSAI is Cincinnati's PACESETTER radio station.

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

THE CONSOLIDATED SUN RAY STATIONS **WSAI**-*Cincinnati;* **WPEN**-*Philadelphia;* **WALT**-*Tampa*

Outstanding ACCEPTANCE!

AT WCCO RADIO, popularity and responsibility go hand-in-hand. Both have been tops for 35 years—but never higher than now. As a result, WCCO Radio has gained:

★ **58.4% SHARE OF AUDIENCE**—for second consecutive time, greatest share since Nielsen began measuring Minneapolis-St. Paul market.

★ **GEORGE FOSTER PEABODY AWARD**—highest honor a broadcaster can earn; conferred this month upon WCCO Radio.

The result to you is: The results you gain through the setting of outstanding acceptance your sales story enjoys on WCCO Radio.

SOURCE | NIELSEN STATION INDEX, JAN.-FEB., 1960 | STATION TOTAL, 6 AM-MIDNIGHT, 7-DAY WEEK

58.4%

SHARE OF AUDIENCE

WCCO Radio delivers 40% more listeners than all other Minneapolis-St. Paul stations combined!

PEABODY AWARD

Presented to WCCO Radio for meritorious Public Service.

WCCO RADIO

Minneapolis • St. Paul

NORTHWEST'S ONLY 50,000-WATT 1-A CLEAR CHANNEL STATION | REPRESENTED BY CBS RADIO SPOT SALES

LESTOIL
The All-Purpose Detergent
for all Household Cleaning and Laundering
ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9
Adell Chemical Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.
ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9
CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

a small cog in our nation-wide radio-tv industry. But I'm moved to add my voice to the growing clamor for better and more informative programming.

Current FBI reports, police statements and magazine surveys are sounding a general alarm. Our country's in grave danger. We are morally decaying. Crime and juvenile delinquency are on the increase; there's a growing indifference to religious teaching; an appalling public apathy towards the creeping tide of communism—and the cancerous effects of payola are being accepted as the American way of life. . . .

I feel that much of the blame lies with us . . . that in many cases we are responsible for keeping the public un-informed through what we term "modern broadcasting techniques." We turn our stations into juke boxes with commercials and give listeners scanty news headlines on the half-hour.

Let's face it, radio and television are the greatest media of entertainment and public enlightenment in the country today. We can lower the moral fiber of our citizens or raise it to new heights. . . .

As long as we are going to chase after ratings, we are bound to cater to the lowest tastes. It is not sufficient that we play a better type of music or extend a newscast to 15 minutes twice a day. We need powerful editorials to inform people of what's going on in their communities. Compelling documentaries are required to dramatize vital questions that should be brought to the public's attention. And there's a crying need for panel discussions on the local level that have controversial impact!

In other words, programs must have edge and bite; they must be vigorous, topical and imaginative and recognized as carrying integrity and authority. It's a formidable challenge to radio and tv writers, program directors, managers and station owners.

We can begin telling our audiences the facts of life. An informed public is the best weapon against crime and corruption.—*K.G. Allen, San Diego, Calif.*

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

HORACE GREELEY

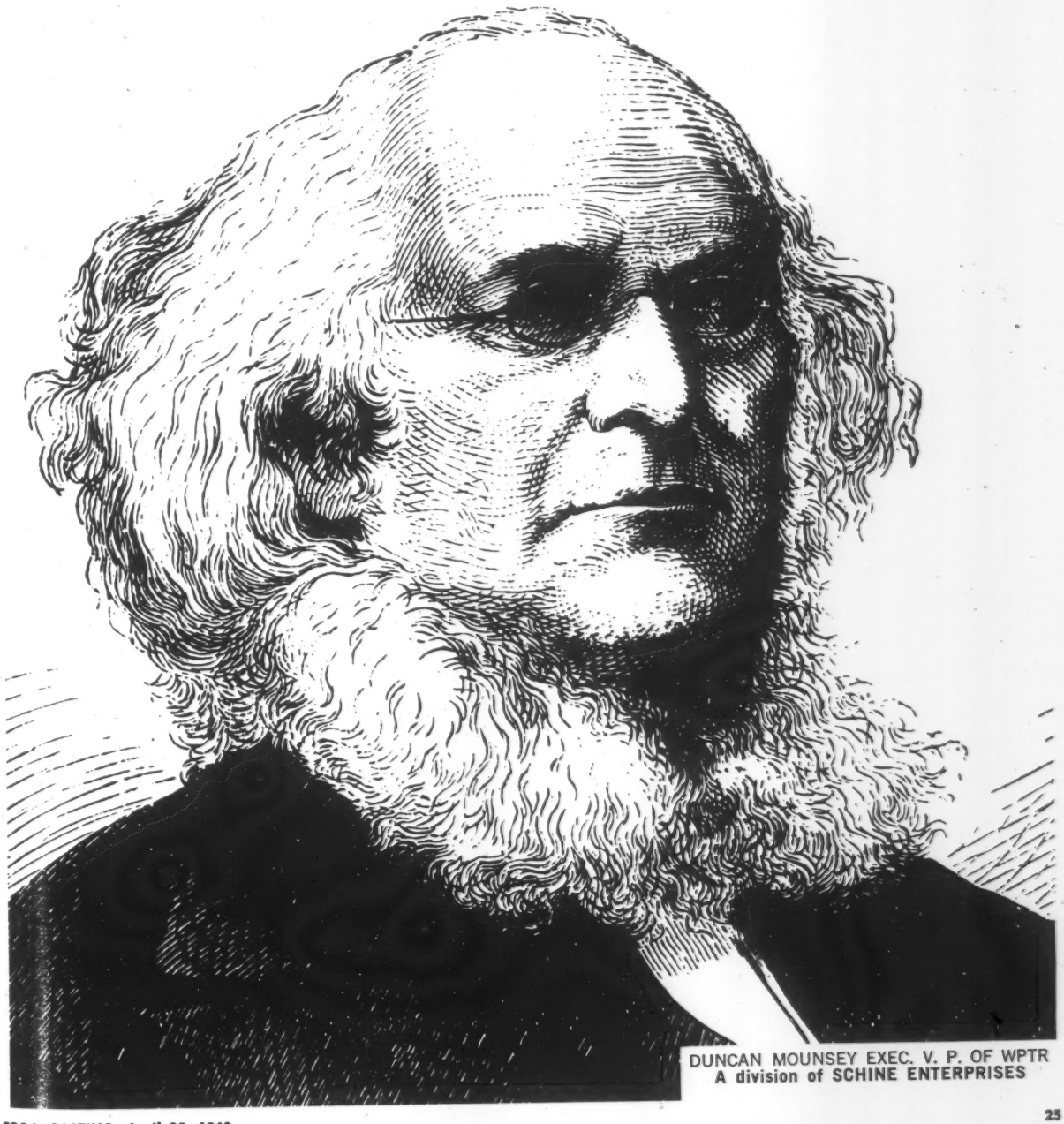
could have been "Editor in Chief" of WPTR

Because he, too, aimed to be a vital force in the community he served. The medium was different but the thinking was the same. As a broadcaster of news—itself—as a popular music station—but over and above all as a spokesman for the local populace in every worthwhile project that furthers its needs, WPTR is GRASS ROOTS RADIO AT ITS BEST.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

MONDAY MEMO

from **MARK LAWRENCE,** *vice president and director of radio-tv, MacManus, John & Adams, New York*

Sundry breeds of television haters

There are lots of people who honestly hate television. Just as there are many who hate motherhood, dogs and sunsets.

There are those who claim they hate television and don't. There are those who claim to love it and really loathe it. And then there are those who don't give the slightest tiny freep one way or the other. These, I feel, represent the great majority.

Let's take the paid haters first. You think I mean the critics? Nonsense! I mean the nice fellows who make a living selling space in newspapers, magazines, or any other medium except tv. They over-exert themselves selling against tv instead of selling their own medium.

Why waste time attacking television? It is a specialized tool. It has virtues. It has faults. The good carpenter uses every tool at the particular job it does best. So does the efficient advertiser in his selection of media. Don't spend your energy finding faults with tv. Instead, tell what's right about your own medium.

Vocal, But Harmless ■ The next kind of television hater is the guy who is very vocal about how much he dislikes tv, but watches it a great deal. He really enjoys quite a bit of it and is responsible for the zooming sales curves of many products which advertise almost exclusively on tv. I don't have to spend much time discussing this liar. I've got nothing much against him, except I am displeased with his smart-aleck way of running down tv at cocktail parties.

Next category: The unjustifiably accused television hater. This type does not hate television at all, but gets accused of disliking it simply because he doesn't watch it very much. I know a prominent tv executive in New York who has never seen *Maverick, Rawhide, Leave It to Beaver* or *77 Sunset Strip*—ever. When I say he is prominent, what I mean is he's fat. He's me. I miss shows I know I should have watched and I find myself watching shows I wish I might have missed.

Onward now to the sub-category of the tv commercial hater. Most people are very neutral about most commercials. Horace Schwerin, the tv commercial researcher, tells me that in four out of ten instances commercials produce no effect at all on the viewer's mind. That doesn't mean the viewer hates commercials. It just means he had his eyes and ears turned off when the commercial went by.

I am sympathetic with this viewer. He deserves better ads. Don't forget, you proponents of the hard sell, the softest sell of all is when you're talking to an empty living room.

Egg-Head Viewpoint ■ Now, let's get down to the egg-heads. The dyed-in-the-wool intellectuals who hate television because they are convinced it's bad for civilization, who deplore its sameness and cheapness and write erudite letters to congressmen about the criminal tragedy television is inflicting upon the poor downtrodden masses. Their attitude is that if it's popular, to hell with it. So they missed Sir Laurence Olivier. It was free; it was popular. It wasn't worth looking at!

I fervently believe that just as radio has found a large and profitable audience for so-called "good" music, so shall tv eventually develop to provide those people who want long-hair entertainment with just that. There's plenty of room for everyone.

Mark Lawrence, vp and director of radio-tv, MacManus, John & Adams, New York, is currently active on Pontiac Star Parade, Dow Hour of Great Mysteries *and on radio-tv spots for over 25 products. He joined agency in 1952 as radio-tv production manager, was elevated to director of radio-tv production and became vp in January 1957. Born in Washington, D.C., graduate of Princeton U., and gunnery officer in the Pacific in World War II, Mr. Lawrence started as freelance writer for nightclub entertainers.*

I believe that the majority of viewers have not taken a militant stand either for or against tv—any more than they have for newspapers, magazines, movies or any other form of communication. The most civilized of all are the ones who, when they have picked a bad program, simply turn the dial or curl up with a book or magazine and hope for better luck next time. They realize that no medium can be good all the time or bad all the time.

Home-Grown Variety ■ Now I come to the last and most pitiful of the television-haters. The guys who can't care. I mean those poor chaps in some agencies who have to *seem* to love tv because they make their living by it (there are a few in the network and supplier business, too) and yet live out each day hating the box worse than yesterday. These are by far the most dangerous, the most insidious, the most frightening of all the television-haters.

This non-caring fellow is the justifiable butt of all the books aimed in the direction of the false sincerity in our business. He squeaks by the pitches, the "safe" commercial—the one he either knows isn't good or tasteful—or doesn't have sensitivity enough to judge. He is the guy who all too often sags into a martini-fuzz at the end of his horrible day of drudgery—not only hating television, but distrusting his pitch, his colleague, the writer, the media man, the researcher—the guy who'll finally admit late at night that he hates, hates, hates the bleeding miserable 21-inch abhorrence, and young as he is, he agrees with his 'terribly wise" seniors who wish the thing had never been invented.

I can't hate this kind of hater of television. I'm just sorry for him. I do have to say, though, that in a talk about television haters of various breeds, he is the lowest form, even if the most pitiful, that exists.

The nervous, scared, incompetent guys will always be with us. It is cruel to needle them, or take their Diners' card away.

Adventuresome, caring people will gravitate to this business and continue to make it worthwhile to be in.

14½ MILLION PEOPLE

. . . the combined circulation of three great consumer magazines . . . have been exposed to articles about WWL-TV's outstanding local shows during the past six months. WWL-TV gets national notice because its local, live programs are different...imaginative...newsworthy.

AND a national news weekly article about Morgus, WWL-TV's different weatherman, in February, 1960.

Now in local production: "Destroyer Escort 1016," a two-hour taped drama utilizing 51 actors, 144 scenes and 37 sets . . . another good reason why WWL-TV is the *new* New Orleans favorite.

To reach Orleanians, use the channel *they* reach for!

Represented nationally by Katz

CBS **WWL-TV**

NEW ORLEANS

JUST ONE NEWS REPORT REACHES 647,040 WOMEN AND 471,800 MEN IN ONE MONTH!

WCKY IS SOME BUY!

And that's not homes . . . or cumulative people stacked on top of each other. That's 1,118,840 different adults who are reached in just one month by one WCKY news program. It's all in black and white in the Nielsen book — proof that huge coverage plus mass audience makes WCKY some buy for Cincinnati!

WCKY RADIO
50,000 WATTS
CINCINNATI

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Broadcasting ■ Telecasting*

* Reg. U. S. Patent Office

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MAN-MADE, GOD-GIVEN MIRACLE!

This is radio . . . most fully-developed of modern miracles . . . serving commerce and industry, church and state . . . forerunner to atom splitting and travel into space. In these latter days of our twentieth century, as man-made miracles of space penetrate the heavens, we pray they will serve free people in peace as productively as radio. This is a time to remember that radio truly is a miracle, man-made *but God-given.* And this is reason enough for the more than 4000 U.S. commercial radio stations to devote substantial portions of time to religion of all faiths. KRLA, for example, broadcasts 19 programs each week, representing the Catholic, Jewish and Protestant faiths. This is a significant element wherever any radio station achieves leadership in its community.

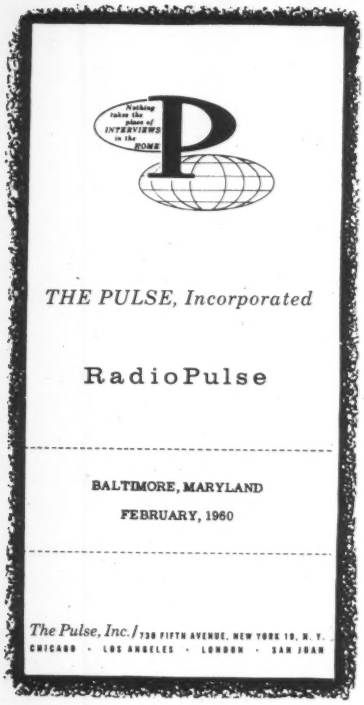
DIAL 1110 / 50,000 WATTS

KRLA

RADIO LOS ANGELES

Newest among the leaders serving America's greatest radio market

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco


Nothing takes the place of INTERVIEWS in the HOME
THE PULSE, Incorporated
RadioPulse
BALTIMORE, MARYLAND
FEBRUARY, 1960
The Pulse, Inc. / 730 FIFTH AVENUE, NEW YORK 19, N. Y.
CHICAGO • LOS ANGELES • LONDON • SAN JUAN

LOWEST COST PER THOUSAND IN 15 OF 18 RATED HOURS!

February Pulse: In 15 of the 18 hours between 6 A.M. and Midnight W-I-T-H leads all Baltimore radio stations in lowest cost per thousand . . . and *that* is something every time-buyer ought to paste in his hat. Get documentation! Write, phone or wire for complete analysis, listing other stations, quarter-hour ratings, number of homes, CPM, Audience Breakdown.

BALTIMORE'S PULSE BEATS BEST TO WITH

W-I-T-H

Radio W-I-T-H Personality • Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 25, 1960
Vol. 58 No. 17

INFORMATION SHOWS GO BEGGING

■ Advertisers scramble for tv networks' entertainment programs

■ But they shy away from prime-time public service set for fall

The television networks' ambitious plans for big-budget information programs in prime time are running into a major problem.

The problem is to find advertisers willing to put up the money for public service shows.

So far the network sales records for the 1960-61 season contain a paradox. Advertisers are standing in line to buy into entertainment programs, but most of them take to flight every time a salesman offers them one of the new information shows.

Agency-advertiser resistance to public service offerings appears to be confined to big-budget, national network shows. Local information programs, which of course have smaller budgets, are attractive to clients.

An NBC Spot Sales' "Timebuyers Opinion Panel" turned up widespread endorsement of public service programs (BROADCASTING, April 18). A majority of buyers said they would buy spots adjacent to local information programs. But the amount of advertising money to be gambled that way is insignificant by comparison with the amount a network sponsorship costs—as the networks are finding out the hard way.

So far it's tough selling on such 1960-61 information programs as CBS-TV's *Face the Nation,* ABC-TV's Winston Churchill memoirs series, NBC-TV's *World Wide '60.* A tip-off to advertiser resistance has been the failure of both ABC-TV and NBC-TV to sell their package coverage of the political conventions and elections.

NBC-TV hired a special expert, Rodney Erickson, former Young & Rubicam vice president and consultant to Warner Bros., for the single job of selling its political package. Now it has added the extra incentive of a $50,000 bonus to the salesman that brings in the sale. ABC-TV also is offering its sales force special bonuses if they find advertisers for its political shows.

Handicap ■ The salesman peddling public affairs has a few strikes against him at the start. There are built-in drawbacks which are summarized as:

■ Most public affairs shows are not good media buys as this terminology is understood by the ad fraternity. There is no "guarantee" of mass audience, of ratings, of low cost-per-thousand, of family-satisfying formula etc.

■ The programs are of the type which make it difficult to match any commercial with the program content. A deodorant or aspirin does not quite fit with missiles or the famine in India.

■ Many of the industrial giants, which might appear at first to be natural sponsors of such programming, shy away because of controversy. Even fewer advertisers will consider public affairs shows if they have a faint hint of editorializing.

■ Advertisers—particularly from their agencies' viewpoint—by habit or design expect shows to have a certain excitement. This places an extreme challenge on the networks to come through, particularly in a regular series. (This factor is responsible, too, for advertiser reluctance to sponsor a Republican National Convention that would appear at this point to be a lackluster affair.

■ A behind-the-scene drawback: The networks—and the advertisers—first seek to wrap up the entertainment shows. Bread and butter programming for networks means the same thing—bread and butter—for the advertiser who primarily must choose the vehicle which will sell his product. Thus, public affairs shows must wait in line.

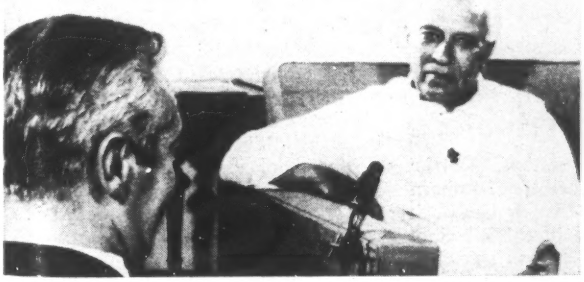
Some Answers ■ The networks are countering these drawbacks with this line of argument:

■ The show pricing can be made attractive. To get a series underway, networks have been known to offer a public affairs program at a price under actual production (this also balances off the cost shock to advertisers who must pay prime time rates for shows confined in the past to the Sunday afternoon "ghetto"). One hour-long show reportedly was being sold for as little as $5,000 for production. Networks cite carry-over audiences available in prime time which do not exist in less desirable periods in which public affairs programming was placed.

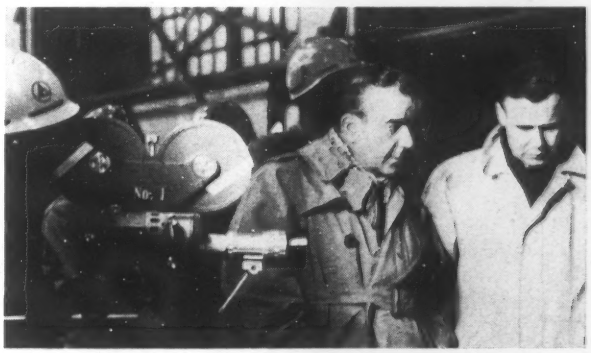
■ Against the reluctance of advertisers who abhor controversy and who feel there is nothing to "see" in advance, networks sell on the basis of scripts if they are available or else on concepts.

■ Acknowledging the advertiser-agency demand for quality, the networks stress their ability in this area.

NBC-TV reports it is pitching its



AWARD-WINNING CBS-TV 'POPULATION EXPLOSION'
CBS News' Howard K. Smith queries Nehru



ABC-TV PLANS SPECIAL ON JAPAN
Producer John Secondari (c) films in Tokyo

shows to all agencies and advertisers, while CBS-TV apparently feels it can be selective in picking the more likely prospects for public affairs shows. An NBC-TV official states that public affairs programming must have an appeal greater than just advertising dollars; it must attract "advertising and public relations dollars."

Sponsor Interest ■ Each of the networks is gearing up in the public affairs area. At this point, CBS-TV appears to have the edge on both ABC-TV and NBC-TV in firming an advertiser list for shows in this category, though each of the networks is hopeful. The picture as of last week:

CBS-TV—It hopes to button down B. F. Goodrich and Bell & Howell for another season with *CBS Reports*, which has been programmed about once a month. This program pre-empts regularly scheduled shows. But next year it will be on the air every two weeks and the price (for production) will be higher. Reason: the network was inclined to give the advertiser a break on price to get the show off the ground, but now it's established and the advertiser must assume more of the cost. Plans are to program the show for a full hour; each show's average cost coming to some $230,000 gross (subject to agency commission) for time and talent.

The network is negotiating with these two advertisers for sponsorship of 12 or 13 shows. Olin Mathieson Chemical Corp., which had been underwriting *Small World* on CBS-TV, may buy 13 hours of *CBS Reports* (should this happen, the network will drop *Small World* if it cannot be sold). American Machine & Foundry has purchased a series of four public affairs specials for next season—*The World of Tomorrow* series—on the basis of scripts. Still another series of four programs, which would be offered to advertisers for placement in the *CBS Reports* file, is being considered by CBS-TV. The concept at this stage: hour-long programs examining education in this country.

News in Depth ■ CBS-TV plans a half-hour show of news treated in depth (live and tape coverage) for scheduling at 10:30 p.m. on Fridays next season, and already has slotted *Face the Nation* at the same hour on Mondays. Both are being pitched to advertisers. *Conquest* in which Monsanto Chemical was advertiser in about half last year (Sunday, 5-5:30 p.m.) may be extended in number and the entire series proposed to Monsanto. Still other CBS-TV shows in the public affairs area may be extended in length; this includes Prudential's *Twentieth Century* and Firestone Tire & Rubber's *Eyewitness to History* which will pre-empt in prime time.

NBC-TV—This network's showcase public affairs effort is *World Wide '60*, a late starter this season which has picked up some advertiser support. It probably will be slotted at 10-11 p.m. on Saturdays next season. As yet no firm advertiser interest is reported. Aside from this program, there are some NBC-TV productions on the periphery. Most notable of these is Purex' sponsorship of specials including documentaries. Purex is the maverick among package goods advertisers which are poor customers for such shows. NBC-TV's operas, in the cultural class, have been sponsored (Florists Telegraph Delivery Assn.), as has the *American Heritage* series, also in this general class, by Equitable Life Assurance Co.

NBC-TV's 'WORLD WIDE '60'
Feb. 6 show probed Ghana liberty

ABC-TV—This network is pinning its next season's public affairs hopes on the Churchill memoirs series (Sunday, 10:30-11 p.m.) and on *Expedition* (Tuesday, 7-7:30 p.m.) which it already has sold to Ralston-Purina.

Still There's Hope ■ There are hopeful views from agency executives. As expressed by a man from Cunningham & Walsh: At one time news shows were tough to sell. Texaco (C & W client) bought *Huntley-Brinkley Report* on NBC-TV (6:45-7 p.m., Mon.-Fri.). And now, unsponsored news shows are hard to find. Perhaps public affairs programming will follow.

Public service sells for Studebaker dealers

A CBS-owned tv station, KNXT (TV) Los Angeles, plus the Southern California Studebaker Dealers last week offered tangible proof that NBC Spot Sales Timebuyers' Panel was right when it said public service shows have sales appeal (BROADCASTING, April 18).

The Studebaker dealers, through Coleman-Parr Advertising, Los Angeles, have bought sponsorship of *Survival*, an hour-long documentary analyzing the chances of Southern Californians living through an atomic attack. KNXT will broadcast the show Thursday (April 28) 10-11 p.m., pre-empting the CBS-TV network *Revlon Revue* which is scheduled then.

William McRae, account supervisor for Studebaker at the agency, says that the buy was made on the basis that national public service programs have proved to be highly successful advertising vehicles for large companies. The intense local identification offered by *Survival* should make this broadcast an even more valuable buy for a local sponsor like the Studebaker dealers, he indicated.

"Since each dealer is in fact a local merchant, programming of this sort produces a very healthy local climate in which to do business," Mr. McRae said. "A potential consumer who feels that his local retailer is spending time and money to be a leader and to help educate the community, will bend over backward to work with and purchase goods from such a retailer."

Both the dealers and KNXT are giving the program an unusually hard promotional push. Studebaker is running its own ads to supplement the station-placed program ads. Huge 12-foot posters are being mounted in all dealer windows. In their commercial time on the broadcast, the dealers will invite listeners to visit their showrooms to get civil defense literature.

But there's no end to harsh criticism

The American system of broadcasting has succeeded in producing the kind of programs that entertain the mass audience and sell the merchandise and services of the advertisers who provide its financial support. But U.S. broadcasters, particularly in television, have failed to live up to their obligations to program in the public interest.

So charged the speakers who made the major addresses at the Institute on Freedom and Control of Radio and Television in a Democratic Society, held April 16 at the U. of California, Los Angeles, under the joint auspices of the law schools of UCLA and the U. of Southern California and the Southern California lawyers division of the American Civil Liberties Union.

The trio comprised three serious students of broadcasting: Telford Taylor, former general counsel of the FCC, counsel to the Joint Council on Educational Television and visiting lecturer on law at Yale and Columbia; Charles A. Siepmann, chairman of communications in the education department of

ELEVEN REASONS WHY
50,000 WATT CKLW RADIO
HAS ZOOMED TO THE TOP IN DETROIT
CONRAD PATRICK
MILT HOPWOOD
TOBY DAVID
AUSTIN GRANT
MARY MORGAN
BILL KENNEDY
MYRTLE LABRUTE
DICK SMYTH
DAVIES
JOE VAN
RON KNOWLES
CHECK ALL CURRENT RATING SERVICES
Then check with our EASTMAN
AN RKO GENERAL STATION
CKLW

TV PREVIEW

Ever since last summer, Oklahoma Oil Co., a subsidiary of Standard Oil of New Jersey, has been urging midwest viewers and listeners alike to "put a tiger in your tank."

The slogan has been used in an Oklahoma advertising campaign designed to dramatize the power-packed quality of its gasoline in about 40 cities in four midwestern states. The audio roar, plus piercing eyes and striped tail via animation, have teased radio-tv audiences in newscasts and spot announcements in Oklahoma's regional marketing area (Illinois, Indiana, Iowa, Kentucky). The petroleum company spends an estimated $1.5-$2 million in regional spot tv-radio.

With the start of the 1960 spring-summer driving season, Needham, Louis & Brorby, Oklahoma's agency, recommended a live touch—the use of a real tiger. Abandoning its original plan to film the commercials at a Chicago service station, agency and client decided to film the tv commercials in a warmer California climate late in March. A complete, full-size station was built at the Samuel Goldwyn Studios, with Walter T. Kadi, Oklahoma's advertising manager, directing operations.

Agency and client procured "Satan," a 300-pound Sumatra tiger from Jungle Land, Thousand Oaks, Calif., and spent three days and nights on takes and retakes to obtain necessary footage. Tirelessly, and somewhat breathlessly, they coaxed the "star" through desired scenes, out of which came five 60-second commercials. They are scheduled to start about May 1 on WGN-TV Chicago's White Sox and Cubs telecasts and the co-op portions of the NBC-TV and CBS-TV *Game of the Week* ballcasts on WFBM-TV and WISH-TV Indianapolis.

Other principals involved in shooting Hitchcock-like suspense, were: Fred A. Niles Productions, producer, through Consul Films, Hollywood; Don Zabel, agency producer; Harry Lange of Niles, director.

New York U., formerly a BBC vice president and a consultant to the FCC, and Frank K. Kelly, vice president of the Fund for the Republic and staff administrator of the study of the mass media being conducted by the Center for the Study of Democratic Institutions.

These experts agreed that broadcasting's failure to live up to its potentials as a medium of information, education and culture, stems from its exclusive dependence on advertising for its revenue. The advertiser, their argument went, wants to please most of the people most of the time and never to offend anyone at any time. Subservience to this viewpoint has produced great mass entertainment, but has failed to produce the type of educational, informational and cultural programming which they called national necessities in today's world.

Disagreement ■ There was less agreement as to what should be done to get American broadcasting back on what they believe to be the right track. Mr. Siepmann declared that nothing less than the complete divorcement of advertisers from any control over program content will work. This, he said, would force broadcasters to assume in reality the responsibility for the nation's radio and tv programs.

Mr. Siepmann advocated a stronger FCC, with members appointed on a basis of merit rather than as part of the political spoils system, and a revitalization of the "Blue Book" issued by the FCC in 1946 with Mr. Siepmann as its inspiration and, at least in part, its author as well.

Mr. Taylor agreed that the broadcasters are unlikely to scrap the present profitable system of broadcasting support on their own. He expressed doubt that attempts of either the FCC or Congress to set program patterns would work. Furthermore, he observed, such an approach comes dangerously close to governmental censorship.

Instead, the former FCC general counsel suggested that the number of commercial licenses be restricted to provide more vhf channels for non-commercial educational tv stations such as are now operating in some 35 cities. Lack of channels have kept such stations out of New York, Los Angeles and Washington, he observed, questioning the propriety of permitting seven commercial stations to operate in New York and Los Angeles but barring etv from those cities.

Production Problems ■ Tv programming, he noted, is much more difficult to produce locally than radio programs are, leaving the tv stations much more dependent on network service than was true in radio. He did not, however, favor government licenses for networks. He said this would call for a different set of rules. He asked how networks could be held responsible when their cultural sustaining programs are not broadcast by their affiliates.

Mr. Kelly called the proposal of William Benton, former advertising man and senator, for the creation of a national citizens advisory board for radio and television as "the most hopeful suggestion yet offered to encourage the development of better broadcasting." This plan calls for the President of the United States to appoint as board members leaders of the nation's civic, cultural and religious life as well as experts in education and communications. Its functions would be only to investigate the state of broadcasting and to issue annual reports for the guidance of the President, Congress, the FCC and the public. Since this committee would be functioning as a purely advisory body, it could not be charged with censorship.

Keystone now has 1090 affiliated stations and is still growing

Keystone covers practically 100% of the C & D counties in the U.S.A. and is program-tailored for local interest.

Keystone delivers 87% coverage of all farm markets in the country, the greatest farm market coverage available, and at a cost that will surprise you. Buying Keystone gives you a personal representative in each market.

Keystone offers PLUS MERCHANDISING, specifically designed to fortify your advertising at the point of sale. Case histories are available for your examination. KEYSTONE advertising WORKS at the consumer level and at the dealer level!

Our 20th year — Established 1940

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

CHICAGO
111 W. Washington St.
STate 2-8900

SAN FRANCISCO
57 Post St.
SUtter 1-7440

DETROIT
612 Penobscot Building
WO 2-4595

Keystone Broadcasting System, Inc. Dept. B-4
111 West Washington St., Chicago 2, Ill.

Please send us your complete station list and your farm market coverage survey.

Name_____

Address_____

Company Name_____

GIVE PUBLIC REAL AGENCY PICTURE

AAAA meet told to build image in areas of best contributions

The nation's leading advertisers had their backs up last week. They bridled at having their entire industry tarred by the sins of a few practitioners, and they called for a united effort to clean up advertising's image.

This mood dominated the formal program of the annual meeting of the American Assn. of Advertising Agencies, held Thursday through Saturday at Boca Raton, Fla.

Robert M. Granger of D'Arcy, retiring chairman of AAAA; Charles H. Brower of BBDO; Robert E. Allen of Fuller & Smith & Ross; Fairfax Cone of Foote, Cone and Belding, and Herbert M. Cleaves of General Foods all dealt with advertising's image problems in key presentations during the convention.

Strike Call ■ Mr. Cone went so far as to suggest that advertising strike "against the many public-interest causes it now supports—just to show how important its contribution really is."

Although acknowledging that his suggestion was "no more than half serious," Mr. Cone called attention to agency work in behalf of the Advertising Council, local united and community funds, Red Cross, Boy and Girl Scouts, etc., and added: "I wonder what would happen to them all if we went out on strike."

Mr. Cone continued "I wouldn't like to not do the register and vote campaign this year, but why we should do this to help elect congressmen and senators who call us corrupt, I don't know.

"I wouldn't like to have the J. Walter Thompson people give up the Religion in America campaign, but why they should do it for the Reverend McCracken (Rev. R.J. McCracken, New York minister who has attacked advertising in sermons) is beyond me.

Too Generous ■ "I think we have been much too generous. And I wonder what would happen if we all refused to help anyone in any intellectual or moral or charitable free work, until we have shown, by the very simple process of withholding, how valuable our contribution is."

Mr. Cone noted that "practically all of the complaints about advertising just now have to do with television," and said some are "well earned." He renewed his plea for stronger media censorship of all advertising, but said agencies and their clients must be blamed when bad taste is involved.

"Some of the advertising now on the air for deodorants, laxatives, corn removers, sick headache remedies, cold and sinus inhalants and girdles and brassieres need to be thrown off and kept off the air," he asserted.

"These things are matters of taste and when the taste is poor the fault is ours and our clients and there is no excuse for us."

Rascals Will Pass ■ Mr. Cone, whose own agency had a brush with the Federal Trade Commission about production techniques used in a commercial, dismissed that story of complaint with the statement: "The charge of rigging television commercial to make coffee look strong instead of weak under studio lights, and such other things whose aim is reality and not rascality, is something that will die in time of its own insignificance."

Columnist John Crosby drew harsher words from Mr. Cone, whom he accused of going out of his way to take a poke at advertising.

"This is a very entertaining man," Mr. Cone said. "But I am tired of Mr. Crosby's way of thinking and I deplore the use of editorial freedom to exploit one's prejudices and make facts out of one's personal opinions, as Crosby did recently, again, in the matter of the Nielsen reports—which he brands inadequate and misleading."

"About 99%" of all dishonest advertising, Mr. Cone said, is local advertising—and must be policed by local media and better business bureaus and cannot be reached by AAAA's "interchange" system or the Assn. of National Advertisers plan for an overall advisory committee (BROADCASTING, Feb. 8).

Interchange Works ■ On a national basis, at least, the AAAA interchange "has been effective voluntary self-regulation," according to a report Friday by Mr. Allen, chairman of the AAAA board's committee on improvement of advertising content.

Mr. Allen said that in the last two years "there have been only four instances" where the interchange committee held that advertising was "seriously objectionable and where the agency concerned failed to take corrective action or make a satisfactory reply." In three of the four cases, Mr. Allen said, the agencies involved were not members of AAAA and the fourth case is still "under review." Under the interchange system, media, advertiser or agency people can submit complaints about advertising they consider objectionable. If a majority of the committee agrees—it did so in 58% of the 260 complaints submitted in the last five years, according to Mr. Allen—then the agency is notified and expected to reply within 30 days. If satisfactory corrective measures are not taken, the committee reports the case to the AAAA board.

Of 151 cases in which the committee concurred in objectionable-advertising criticisms submitted in the last

MR. ALLEN MR. GRANGER MR. BROWER MR. CONE MR. CLEAVES

Five key speakers as AAAA analyzes its growing problems

five years, Mr. Allen said 88 were criticized on grounds of bad taste, 44 were "manifestly misleading" and 19 were "unfair."

There was no breakdown to show how many of these were in radio and television as compared to other media.

Mr. Allen, like Mr. Cone, observed that television's nature is such that it needs commercial "disciplines" not necessary in other media. He called attention to the recent tv-oriented interpretation of the AAAA copy code, which also was considered by the AAAA membership in a closed meeting Thursday.

Cooperation Needed ■ Advertiser, agency and media cooperation in winning public confidence in advertising was cited by retiring chairman Granger as an important part of making all advertising more effective. He endorsed proposals for basic research on what is believable and unbelievable, but suggested that the project be expanded to include "what makes people dislike advertising . . . what annoys people, what irritates people, what makes them mad at advertising." Advertising Research Foundation, he said, could go a long way toward this objective.

Mr. Granger thought public confidence in advertising was improving:

"Sindlinger's report on public opinion—just to name one authority—showed in December that 49% of the men and 44% of the women recalled one or more tv commercials, heard the day before, that they found hard to believe. Each month since, the figures have been dropping, and as of last week, the disbelief on the part of men had dropped from 49% to 37%—women from a high of 44% to a current 34%.

"I believe the disbelief index will continue to go down," he added.

Mr. Cleaves, executive vice president of General Foods, thought advertising should present a more business-like face to the world. He also advised that it use its selling talents to make people realize "that the man in the grey flannel suit and four martini lunch" is in fact "the erroneous image of what is really an essential force for good in our way of life."

Fierce Pride ■ Mr. Brower stressed that "in a climate of greatness," an atmosphere of "fierce pride in our business," advertising will be more creative and more productive and "will cease to be the whipping boy for every uninformed meathead and misinformed egghead and unsuccessful sorehead." But, he cautioned, everyone from top management "down to the errand boy you hired yesterday must want your agency to be great creatively" before this will come to pass.

In another convention development, Geraldt Pat Steel of Young & Rubicam received the second annual Arthur Kudner Award for institutional advertising. He was honored for his work on a Y&R house ad debunking the idea that "advertising sells people things they don't need."

Other features included an economic report by Martin Gainsbrugh of the National Industrial Conference Board; a study of agency personnel selection and training in Britain by Sinclair Wood, president of London's Institute of Practitioners in Advertising; an evaluation of "the advertising man's responsibility" by Norman Cousins of

It was a Harding-Cox election

Harry Harding, executive vice president of Young and Rubicam, New York, was elected chairman of the American Assn. of Advertising Agencies last Thursday (April 21) as AAAA opened its 1960 convention at Boca Raton, Fla.

He succeeds retiring Chairman Robert M. Ganger, who is board and executive committee chairman of D'Arcy Adv., New York.

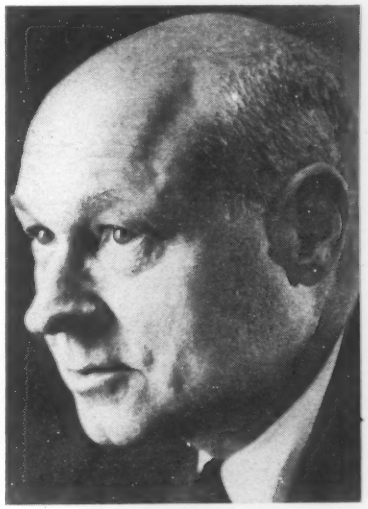
Edwin Cox of Kenyon & Eckhardt, New York, was elected AAAA vice chairman and Arthur G. Rippey of Rippey Henderson Bucknum & Co., Denver, was named secretary-treasurer.

Charles H. Brower, BBDO; William E. Steers, Doherty, Clifford, Steers and Shenfield, and Norman N. Strouse, J. Walter Thompson Co., all New York, were elected directors at large for three-year terms. Seven regional directors were named for one year. Frederic R. Gamble continues as president. His present term with the association expires in 1962.

Mr. Harding, the new AAAA head, started his agency career in creative work and later switched to the business side. He joined Y&R in 1943 as a member of the public relations department, became an account executive the following year and a vice president in 1946. He was named a senior vice president in 1954 and an executive vice president in 1958.

Messrs. Harding, Cox, Rippey and Gamble, and Earnest A. Jones of MacManus, John & Adams; Robert E. Lusk of Benton & Bowles and Lawrence R. Nelson of Campbell-Ewald were designated as the AAAA board's operations committee, to meet monthly when the board is not in session.

K & E's Cox



Y & R's Harding

Regional directors were elected as follows:

Eastern region—Frank L. Blumberg, Newhoff Blumberg, Baltimore; Douglas D. Connah, Tucker Wayne & Co., Atlanta, and David Ogilvy, Ogilvy, Benson & Mather, New York.

East central—Colin Campbell, Campbell-Ewald, Detroit.

Central—Paul C. Harper Jr., Needham, Louis & Brorby, Chicago, and William A. Marsteller, Marsteller, Richard, Gebhardt & Reed, Chicago.

Western—John H. Hoefer, Hoefer, Dieterich & Brown, San Francisco.

...an' over to first!

ABC TAKES THE LEAD IN NETWORK SPORTS.

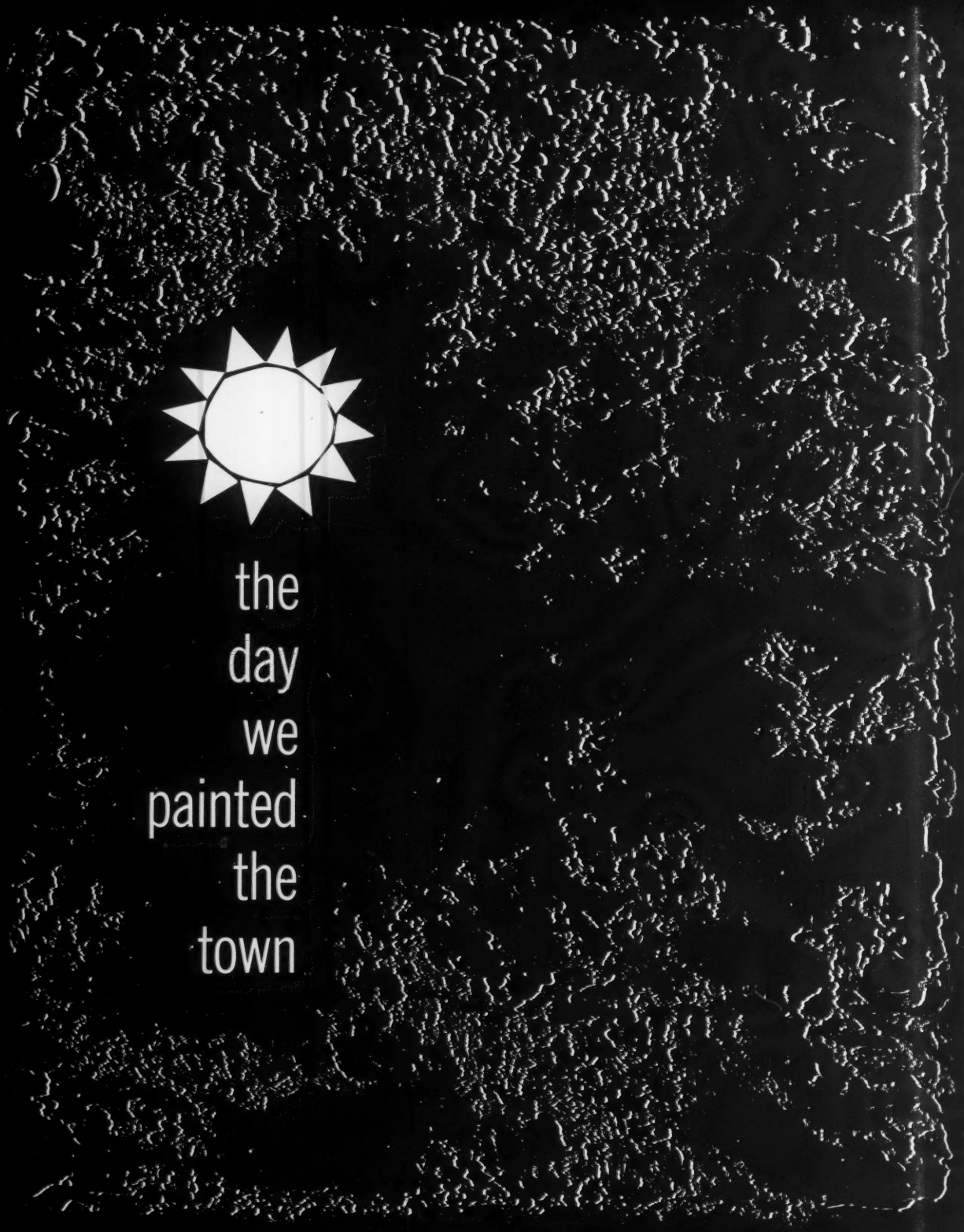
ABC Television will be sporting 189 hours of sports this year: major league baseball, NCAA football, pro boxing and pro golf.

This major development of the New Look of ABC breaks down like this: 13 afternoons of NCAA football (12 Saturdays and Thanksgiving); 25 Saturday afternoons featuring the baseball game of the week; 52 nights of professional boxing (switching to Saturday in the Fall); 26 afternoons of All-Star Golf; a number, as yet undetermined, of other eyefuls in the sports spectrum.

It pleases us, of course, to have the nation's press hail this program rounding-out as a major coup. Nonetheless, it represents not so much a coup as a "completing" of a continuing programming philosophy aimed at attracting the maximum of the younger audience. For it is the younger audience, with its growing families, that does the most viewing and the most buying.

These 189 sports hours can only widen this ultra-receptive audience reached by ABC Television.

WATCH ABC-TV IN '60
(more people will)



Palm Sunday, April 10, was an historic television day in Omaha. It marked the first time that any station's (KMTV) entire schedule from sign-on to sign-off was in color. It marked also the first television appearance of the famous Omaha Symphony Orchestra, and inaugurated the annual Spring Music Festival. Ten of the 17 colorful channel 3 hours were local. Seven were NBC. Here's the historic schedule, 8:30 A.M. to 1:30 A.M., all color! The Story of Color, Jean's Story Time, It Is Written, Palm Sunday Services, Summer at Sun Valley, Popeye Cartoon Carnival, Noon News, Holiday at Home, Your Doctor and You, NBC Opera, Return to Treasure Island, Fashions for Spring, The Cradle Song, Our American Heritage, Spring Music Festival, News, Wrestling and The African Queen. See Petry about the Midwest's Color Television Center.

KMTV CHANNEL 3 OMAHA

Saturday Review; a CBS-produced panel film introduced by CBS-TV network president James T. Aubrey Jr., and the annual banquet, to be addressed by Richard L. Wilson of Cowles Publications and with comedian Herb Shriner as entertainer.

DEFENDS TV
Fairfax Cone says tv pleases 91%

Fairfax Cone, chairman of the executive committee of Foote, Cone, & Belding, Chicago offered his defense of television, along with a few words of advice, in a feature speech scheduled for Saturday at the convention of the American Assn. of Advertising Agencies at Boca Raton, Fla. (Also see page 36).

Mr. Cone said: "Quite naturally [the networks and stations] want to please our clients, but first they must please their viewers . . . or there won't be any viewers for our clients to talk to.

"Personally, I am convinced that the broadcasters are giving the public what the majority of the public wants. And when I say the majority I don't mean 51%, I mean something much more like 91%.

"Perhaps belatedly, but nonetheless surely, the broadcasters as a whole are taking increasingly good care of the 9% who want something other than entertainment for *all* their viewing and whatever that other percent may be who want something else for *part* of their viewing.

"I have quarrelled frequently with what is to me, as one of the minority, the scarcity of more intellectual and more artistic fare during the hours when I would like to look and listen. But my quarrel grows less as time goes by. And I think the reason is this:

More To See ■ "Television at its best —and there is a great deal of this— and fm radio and our magazines and newspapers give us so much more to hear and see and know about than any other people have ever had before that I think we should be thankful. Critical still, but thankful nonetheless.

"This is not to say that I think we have no further to go—the public will have to decide, just as it always has. And I only hope that the broadcasters will remember that whatever reasonable programming the majority may decide it wants there is also a smaller group that cannot be forgotten.

"There have been times when I have followed the harsher critics' line. But I think that I and some of my friends have been selfish; or worse still, patronizing: we thought that what *we* wanted would be better for everyone else.

"Anyway, television programming is not (agencies') responsibility any more than publishing *McCall's Magazine* or the *New York Times*. To place advertising or not in programs that are offered is our only choice. The idea of our insistence on any programming that any network or any station doesn't want is a fiction and a libel on the advertising agency business."

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 14-20 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 14	Untouchables (9:30 p.m.)	ABC-TV	35.1
Fri., April 15	Twilight Zone (8:30 p.m.)	NBC-TV	20.3
Sat., April 16	Gunsmoke (10 p.m.)	CBS-TV	28.8
Sun., April 17	Rebel (9 p.m.)	ABC-TV	20.9
Mon., April 18	Danny Thomas (9 p.m.)	CBS-TV	25.2
Tue., April 19	Garry Moore (10 p.m.)	CBS-TV	27.1
Wed., April 20	Wagon Train (7:30 p.m.)	NBC-TV	33.1

Copyright 1960 American Research Bureau

Summer rates, shows new for Westinghouse

Westinghouse Broadcasting Co. is trying to make summertime a better television buy. In two steps toward this end, WBC stations are offering a more favorable discount for hot-weather advertisers and adding new summer programming.

The discount structure, named "optional equation plan," lets an advertiser buy at a 35% discount for 13 weeks beginning June 5. However, he forfeits the 52-consecutive-week discount of 20%, dropping back to 15% for non-summer weeks. This works out to the same expenditure for a year-round advertiser. WBC sales vice-president A.W. Dannenbaum, explaining the move, said it recognized the fact that all media suffer in the summer heat.

The company also added some summer programming innovations such as a new series called *Night School;* a documentary on Korea, *Bowl of Darkness,* and *Critique*, an examination of national moral fibre.

WBC television stations are WBZ-TV Boston, KYW-TV Cleveland, WJZ-TV Baltimore, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

Write your own

Texaco Inc. has launched a tv commercial writing contest (to end in mid June) through more than 43,000 dealers in the U.S. and Canada. Motorists can pick up entry blanks and fill in their own messages in 50 words or less about Texaco's gasoline. The entry blank presents a four-frame "storyboard," depicts how it might be written by the professional and provides blank spaces for the novice.

Texaco acknowledged the contest makes hay of the "considerable criticism directed at current tv commercials by the public" by inviting the viewer to try his own skill. Cunningham & Walsh is Texaco's agency.

AD TESTING
Effectiveness guide offered by Graustein

Lever Bros.' marketing research director last week suggested some ways to take the guesswork out of advertising.

One of them is a refinement in Schwerin Research Corp.'s established testing method for tv commercials. Another is a proposed industry plan to set up reliable "predictors" of advertising effectiveness.

A.R. Graustein Jr. of Lever Bros. described the ideas for the New York Chapter of the American Marketing Assn. in a talk titled "Alchemy, Astrology and Marketing Research."

The Schwerin development has been given a working name, "Advertising Message Effectiveness Service." In a test of a tv commercial, a consumer panel is given a choice of the test brand as a "door prize" before and after a commercial and program are screened. To arrive at message effectiveness, Schwerin removes from the sample those who selected the advertised brand on the pre-choice. Then the number holding each of several different "attitudes" (regarding color, complexion care, other product qualities) about the brand is determined. Next, the number who post-selected the advertised brand is determined according to attitude. This gives an indicator for the relative power of each attitude as affected by the commercial, which motivate brand selection.

The Test in Action ■ Already, limited experimental work has shown post-commercial swings "from a mark-

edly negative influence to a positive influence so strong that 86% of those who became convinced of the claim shifted to the advertised product in the post-choice," Mr. Graustein said. He didn't name the product tested but said the 86% winner "was particularly intriguing because the highly effective claim was not verbalized in the audio, but merely implied in the video" portion of the commercial.

Mr. Graustein also outlined a nonpartisan plan to find "predictors" of ad effectiveness. He asked his audience to work for the plan under auspices of Advertising Research Foundation or some other business group. His sample plan would work like this:

Take a number of markets where new products are to be introduced. Set up a testing period, say 12 weeks. Establish consumer test panels and develop questions which will help define each proposed predictor (attitude toward each of a spectrum of brands, "liking" for the advertising, believability, copy-point playback, etc.). Also establish current brand usage for a base.

Interviews would be held prior to the first advertising and then repeated with the same panels every two weeks for the entire 12. The six flights of interviews then could be tabulated according to product tryers and holdouts, attitude changes or response to the product and length of trial.

This would test the validity of the factors set up as predictors, indicating the time and force needed in advertising to induce brand trial, Mr. Graustein believes.

The speaker didn't offer any predictors for his technique. But it would achieve its objective, he said, "if it merely suggests that perhaps there may be simpler ways of attacking the advertising effectiveness problem than are sometimes realized, and if it helps, however slightly, to get authoritative studies going in this area."

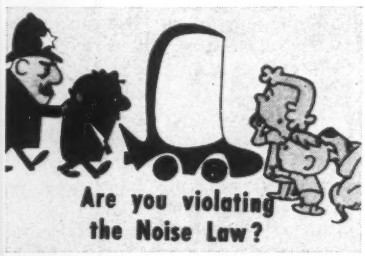
For Midas, silence is golden

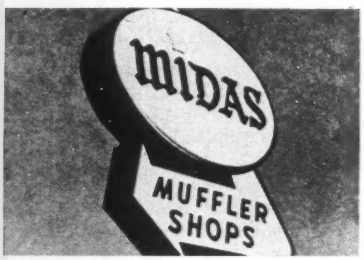
Silence might be muffling, particularly to a sponsor who buys time for his message, but Midas Inc., fast-growing producer of automobile mufflers, has ordered just that for one of its newest tv commercials.

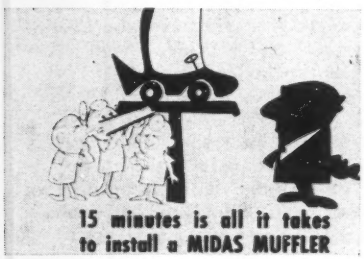
Animation Inc. has completed an animated "silence is golden" spot for use on NBC-TV's *Jack Paar Special* Tuesday (April 26), to be cosponsored by Midas and Elgin National Watch Co. It also will appear on NBC-TV's *The Plainsman* and *People Are Funny* for Midas, which currently spends the bulk of its national advertising budget in broadcast media, mostly network tv. Tag line: "This commercial is almost completely muffled!!!"

The "silence" commercial, one of a series produced through Edward H. Weiss & Co., Chicago, includes a brief "courtesy" announcement and 57 seconds of animated cue cards against a musical background. Other credits: Rolf Brandis, who produced the spot for the agency; Art Guse, storyboard; pianist-composer Jack Fascinato, who created the sound track (and who is "considering" his own album, to be titled "Music to Muffle Your Motor By"); and Earl Klein, president of Animation Inc.

Other Midas commercials already completed in the present series feature Ben Grauer (in live action video tape on the special) and professional actors in live action "documentary."







4
food chains MUST be right about WDAY-TV!

Every important food chain in Fargo uses *big time* on WDAY-TV — on a year-'round basis!

This does more than confirm the judgment of the large *national* advertisers who use WDAY-TV. Because these big *local* advertisers don't have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station's effectiveness. These local advertisers *know* their market and its preferences. They just simply *can't* be wrong.

PGW has all the facts. Ask your Colonel!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

•

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

•

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

•

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

WSPR

30%
MORE LISTENERS
than the 2nd best station reaching the
SPRINGFIELD
MASSACHUSETTS
Metropolitan Market
AND
19% MORE
than all other 7 stations lumped together!
(Feb.-Mar. '60 Hooper)

Get All the Facts
Call Hollingbery or Kettell-Carter for rates and availabilities

WSPR
1000 WATTS 1270 KC
SPRINGFIELD, MASSACHUSETTS

COLOMBIAN COFFEE ON TV

Campaign sells awareness of its existence

"Now *exactly* what is Juan Valdez trying to sell?"

This question undoubtedly has crossed the minds of many New York tv viewers who have seen one-minute spot announcements on various stations featuring a "caballero" dressed as a typical Colombian coffee plantation owner. Coffee from Colombia???

"That's precisely the main reason the sponsor, the National Federation of Coffee Growers of Colombia, decided to start its first advertising campaign in the United States," commented Leonard L. Press, account executive for Doyle Dane Bernbach, which created the campaign. "Most Americans are not aware that Colombia produces coffee and that many of the better-quality coffee brands sold here use Colombian coffee predominantly."

The Federation budget for 1960 is $1 million, of which about one-third is in tv in New York alone. (The rest of the expenditure is in newspapers). This initial phase, Mr. Press recounted, began in January and is *educational* in nature. Though no brand names are mentioned in the advertising, the Federation hopes to spread its belief that Colombian coffee is the world's finest; persuade consumers to ask for brands which contain Colombian coffee, and perhaps stimulate roasters and retailers to concentrate more attention on Colombian blends. Mr. Press estimates that about 25% of all coffee sold in the United States is the Colombian variety. The Federation's advertising push is calculated to raise this percentage.

Travelogue ■ The commercial, a human-interest travelogue, stars the personable Señor Valdez. He is outfitted with such Latin-American accoutrements as a straw sombrero, and a "mulera" (a shawl), and usually is accompanied by a burro. Señor Valdez, in real life, is Jose Duval, a New York singer, who, the agency felt, "looked the part." He went on location in Colombia for the commercials with Mr. Press and Don Trevor, director of tv-radio for DDB, who served as producer. Mr. Press comments: "He proved to be a natural. Now when he walks New York streets in his plantation owner outfit, people recognize him and greet him: 'Hi, Juan. You're Juan Valdez, the Colombian coffee man, aren't you?' "

Some of the commercials are in ballad form. They shown Juan Valdez and a mule going down the mountain (photo above) with music accompaniment and audio: "This is the tale of Juan Valdez/ Stubborn Man, as the story says/ Lives way up on a mountaintop/ Growing the finest coffee crop/ Coffee/ Mountain coffee/ Coffee of Colombia/ Shades his trees from the burning sun/ Tends them carefully, one by one/ Picks each coffee bean by hand/ The finest coffee in all the land/ Coffee/ Shade tree Coffee/ Coffee of Colombia . . ."

The campaign, according to Mr. Press, has created quite a stir. Congratulatory letters have been written by roasters including Albert Ehlers Inc., the Nestle Co. and M.J.B. Co. The note from Albert Ehler Jr. pointed out

COLOMBIAN CABALLERO

Mountain grown coffee

that sales have increased and added: "Perhaps some portion of this may be attributable to the Colombia ads."

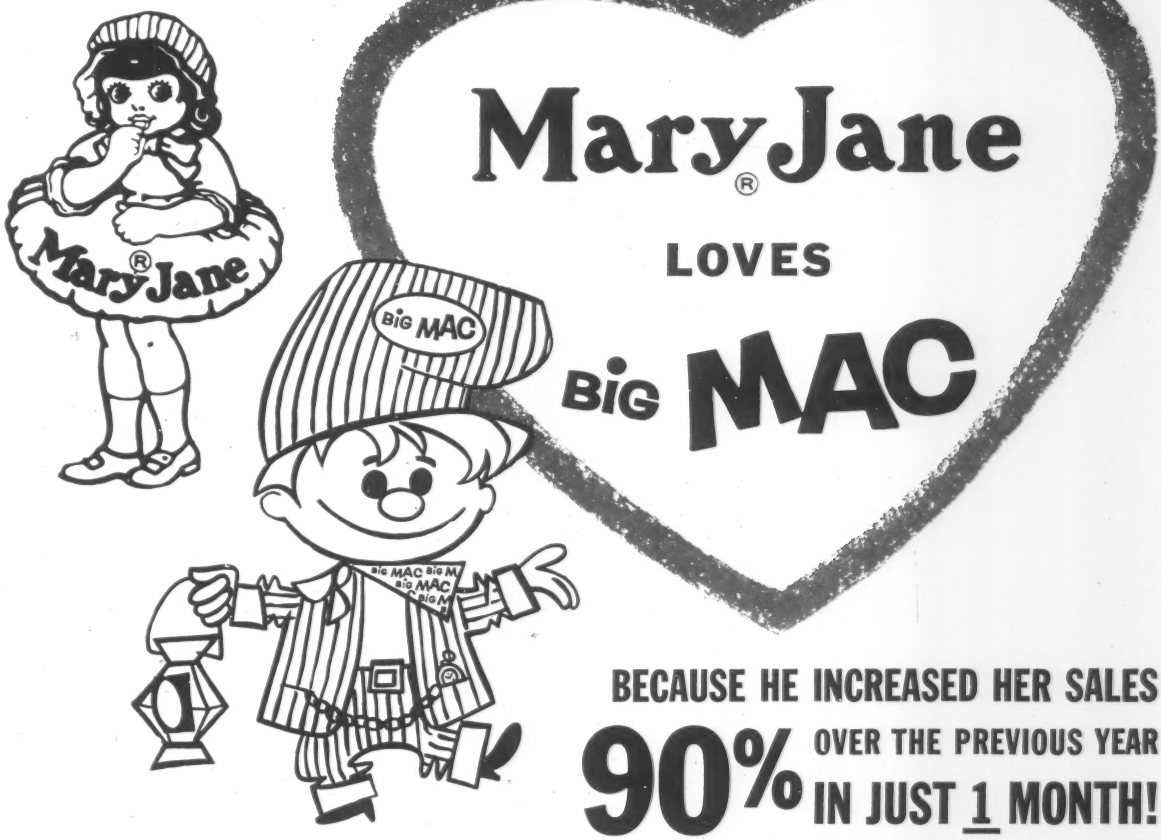
William Bernbach, DDB president, is credited with having conceived the idea for the campaign. The script writer was Rita Selden and the art director was Bill Taulin. The music for the ballad was composed by Mitch Leigh of Music Makers Inc. and the lyrics by Mrs. Phyllis Robinson, vice president and copy chief of DDB.

Mr. Press remarked that the agency and client are "highly pleased" with the initial tv campaign in New York. Future plans? Mr. Press replied: "We'll be evaluating our program in June. It could mean more tv markets in Colombia coffee's future."

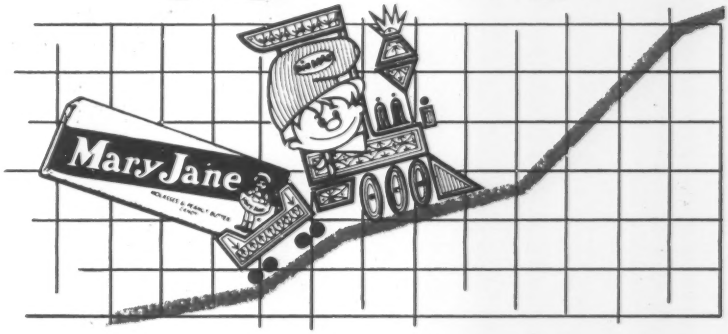
■ Business briefly

Follow-up ■ Joseph Schlitz Brewing Co. (for Old Milwaukee beer), through Gordon Best Co., Chicago, is mapping a radio-tv spot schedule in major cities as a follow-up to test campaign in three mid-west markets. Plans will be announced in next fortnight.

Keeps 'Secret' ■ American Gas Assn., N.Y., has pledged sponsorship of *The*



BECAUSE HE INCREASED HER SALES 90% OVER THE PREVIOUS YEAR IN JUST 1 MONTH!



The only advertising of Mary Jane candies in March was one half-hour weekly on the BIG MAC SHOW, over WHDH-TV, Boston, through Ingalls Associates. After just one month on the air, sales jumped 90% over the previous year, the biggest March in history, according to Richard Gates, Sales Manager of the Charles N. Miller Company, makers of Mary Jane candies. *You'll* love the results Big Mac will get for you. Get aboard the Big Mac sales train today.

CALL OR WIRE

U.A.A.

NEW YORK	247 Park Avenue, MUrray Hill 7-7800
CHICAGO	75 E. Wacker Dr., DEarborn 2-2030
DALLAS	1511 Bryan St., RIverside 7-8553
LOS ANGELES	400 S. Beverly Drive, CRestview 6-5886

SWEET TOOTH CROWD GORGES ON TV

Candy billing up 23.6% in '59, pet products, gasoline up too

Here's sweet news for television: tv was the leading national advertising medium for the confectionery industry in 1959.

Television gross time billing for confectionery companies amounted to $26.2 million, up 23.6% over the $21.2 million in 1958, according to data released last week by the Television Bureau of Advertising. Simultaneously, TvB issued these reports on gasoline-lubricant and pet products advertisers:

■ For the first time, tv billings for gasoline-lubricant companies topped expenditures in any other medium, reaching $32.8 million, as compared with the previous high of $28 million in 1958. Spot tv represented $22.9 million of the total and network tv, $9.9 million. TvB noted that gasoline companies are expanding the number of markets they are using, particularly through the addition of network tv and regional tv.

■ Pet product tv advertising jumped by 23.4% in 1959 to $14.4 ($7.7 million in network and $6.7 million in spot). Television expenditures by pet product advertisers, TvB stressed, exceeded 50% of the total spent in all media by the classification.

Confectioners allocated $13.4 million to national and regional spot tv and $12.8 million to spot in 1959. A sidelight revealed by TvB: in 1955 per capita consumption of confectionery products reached a low of 15.5 pounds; by 1958, it had risen to 16.4 pounds. Confectioners relate the consumption increase to television advertising.

Leading pet food brands

	Spot	Network	TOTAL
1. Purina Dog Chow (Ralston Purina)	$627,520	$1,922,428	$2,549,948
2. Gaines Dog Meal (General Foods)	690,070	1,593,360	2,283,430
3. Surechamp Dog Food (General Mills)	413,350	612,706	1,026,056
4. Ken L Dog Foods (Quaker Oats)	41,260	957,946	999,206
5. Rival Pet Food (Associated Products)	819,320	—	819,320
6. Kasco (Corn Products)	638,480	—	638,480
7. Dash Dog Food (Armour)	—	607,065	607,065
8. Sergeant Pet Care Products (Polk Miller)	6,050	544,686	550,736
9. Pard Dog Food (Swift)	520,400	—	520,400
10. Hunt Club Dog Food (Standard Brands)	469,220	—	469,220

Leading pet food companies

	Spot	Network	TOTAL
1. Ralston Purina	$627,520	$1,922,428	$2,549,948
2. General Foods	850,820	1,593,360	2,444,180
3. Quaker Oats	71,110	1,348,748	1,419,858
4. General Mills	413,350	612,706	1,026,056
5. Associated Products	819,320	—	819,320
6. Standard Brands	811,690	—	811,690
7. Corn Products Refining	638,480	—	638,480
8. Armour & Co.	—	607,065	607,065
9. Polk Miller Products	—	595,741	595,741
10. Swift & Co.	529,600	—	529,600

The leading petroleum advertisers on tv

	Spot	Network	TOTAL
1. Texaco	$649,000	$5,816,000	$6,465,000
2. Shell Oil	2,452,000	112,000	2,564,000
3. Esso Standard Oil	2,014,000	292,000	2,306,000
4. Gulf Oil	823,000	1,443,000	2,266,000
5. Sun Oil	2,039,000	—	2,039,000
6. Standard Oil (Indiana)	1,680,000	253,000	1,933,000
7. Socony Mobil Oil	564,000	1,140,000	1,704,000
8. Atlantic Refining	1,543,000	—	1,543,000
9. Phillips Petroleum	1,324,000	—	1,324,000
10. Standard Oil (California)	1,222,000	—	1,222,000

The above are gross time billings and do not include program costs.

The top ten confectionery advertisers

	Network Tv	Spot Tv	TOTAL
Beech Nut-Life Savers	$3,258,558	$2,250	$3,260,808
American Chicle	1,370,019	1,804,780	3,174,799
Wm. Wrigley Jr. Food Manufacturers	—	2,749,420	2,749,420
Sweets Co. of America	—	1,940,190	1,940,190
Mars Inc.	1,787,939	152,050	1,939,989
Peter Paul	1,616,994	41,770	1,658,764
Hollywood Brands	510,582	940,020	1,450,602
New England Confectionery	675,950	254,180	930,130
Chunky Chocolate	—	709,860	709,860

Secret World of Eddie Hodges, an hour-long musical comedy special scheduled for June 23 on CBS-TV (Thurs. 10-11 p.m.). Formerly titled *Eddie in Wonderland*, the program stars Eddie Hodges as a boy whose imagination puts him in contact with his heroes and heroines. Agency: Lennen & Newell, N.Y.

Elgin at wedding ■ Elgin National Watch Co., Elgin, Ill., will sponsor CBS Radio's two broadcasts covering the wedding of Princess Margaret at London's Westminster Abbey May 6. A morning program, which will preempt *House Party* from 10:05 to 10:30 a.m., will record the ceremony and highlights of the wedding pageantry. Another program from 7:45 to 8 p.m., titled *A Princess Marries*, will review the wedding day events. Agency: J. Walter Thompson, N.Y.

Third 'Wizard' ■ Benrus Watch Co. (Grey Adv.) and Stephen F. Whitman & Son, candy manufacturers (N. W. Ayer & Son), will repeat their co-sponsorship of *The Wizard of Oz* on CBS-TV Dec. 11 (Sun. 5:30-7:30 p.m. EST). The movie starring Judy Garland was sponsored by the same advertisers on Dec. 13, 1959, and was first seen on the network Nov. 3, 1956.

Coke special ■ The Coca-Cola Co., via McCann-Erickson, N.Y., will borrow Pat Boone from Chevrolet for a one-hour musical salute to teenagers on ABC-TV June 27 (Mon. 9:30-10:30 p.m. EDT). Entitled *Swing Time*, the special will also feature young singing stars Paul Anka, Frankie Avalon, Fabian, and others, as well as winners of the "Talentsville U.S.A." competition sponsored by local Coca-Cola Bottlers (BROADCASTING, Jan. 18).

MBS buys ■ Curtis Publishing Co., Philadelphia, has bought time for two of its magazines on Mutual. *Saturday Evening Post* has Tuesday announcements during MBS newscasts; *Ladies Home Journal* times its newscast commercials to a two-day period prior to newstand sale of the monthly publication and continues campaign through first several days each issue is available. Agency: BBDO. Champion Spark Plugs, through J. Walter Thompson, N.Y. has purchased spots on Mutual's weekday and weekend newscasts.

Agency appointments

■ Greater Atlanta Rambler Dealers Assn. names Geyer, Morey, Madden & Ballard Inc., Detroit.

■ Fradelis Frozen Food Corp., L. A., appoints Beckman•Koblitz Adv., that city, to handle advertising, merchandising and sales promotion. An extensive three-month campaign in tv, radio, newspapers and trade publications began March 28, according to the agency. Supermarket contests with multiple prizes have been introduced.

■ Carling Brewing Co., Cleveland, appoints Lund-Heitman Smith, Honolulu, as its Hawaiian agency.

■ Sunbeam Corp. (electric appliances), Chicago, appoints Foote, Cone & Belding, that city, to handle advertising for new product to be introduced this fall. Perrin-Paus, Chicago, will continue to handle appliances and other products.

A GOOD WAY TO GET THE GOLD

Facts are the fabric of sound decisions.

And it's a fact that there's *gold* in the Shreveport market . . . a major share of which is being spent by KSLA-TV viewers for products seen on the *clean, clear picture* KSLA-TV offers the Ark La Tex! It's a further fact that *more people watch and prefer KSLA-TV* (and we have the ratings to prove it)!

Our prospectors, *Harrington, Righter & Parsons,* have ALL the facts and will help you "pan" your share of the gold from this rich and growing market!!

KSLA TV

CBS

channel 2 *shreveport, la.*

EDITORS OPPOSE NEW REGULATIONS

Poll at ASNE convention shows they favor self-regulation

The nation's newspaper editors are overwhelmingly opposed to more regulations or new laws as a solution to broadcasting's problems.

A poll of editors representing large, medium and small markets shows agreement that more government control is not the answer to the problem. In general they feel the solution lies within the broadcasting industry itself.

The broadcasting poll was conducted at the annual convention of the American Society of Newspaper Editors, held April 21-23 in Washington. It was based on a spot check or cross section of editors representing newspaper-only and newspaper-broadcaster affiliations.

Editors contacted showed an almost complete independence of thought in cases where broadcast properties are operated under common ownership. And in nearly every instance they insisted the inter-medium competition of newspapers and broadcasters had no affect on press reporting and commentaries on the quiz scandals and payola charges.

Those interviewed—and they represented newspapers in New York, Chicago, Los Angeles, Henderson, N.C. and 14 other markets—took the position there are plenty of laws now, and plenty of regulations, too. The prospect of more bureaucratic control appalled them, though few showed any special fear that government entry into broadcast program content might lead eventually to censorship of newspapers.

The editors chided broadcasters, especially those in medium and small markets, for a declared failure to offer responsible news coverage or to hire trained personnel.

Special emphasis was placed by a number of editors on what they described as broadcasters' failure to assume proper control over programming, with agencies, advertisers and package producrs described as the actual editors of broadcast programming. A number said broadcasters could avoid this type of criticism by employing the newspaper-magazine concept of open editorial-news space. Under this format, they emphasized, the advertiser has no control over programs. As applied to broadcasting, sales to advertisers would be based on separate announcement intervals independent of programs.

Here are the comments of newspaper editors, with broadcast affiliation or ownership indicated:

Milburn P. Akers, editor, *Chicago Sun-Times:* I'm opposed to more regulation of broadcasting—and newspapers, too. Competitive aspects might have had a slight influence on newspaper coverage of broadcast scandals, but only in a few instances.

Robert W. Brown, associate editor, *St. Petersburg* (Fla.) *Times:* Radio and television must capture control of programming from agencies and production firms. Already the scandals have had a favorable effect on programming. Newspapers featured the stories because these people involved in rigged quiz shows were household names. I doubt if inter-media competition influenced the way newspapers covered the scandals except possibly in such highly competitive markets as New York and West Coast cities. We need more legislation and regulation like we need a hole in the head.

Turner Catledge, managing editor, *New York Times* (WQXR-AM-FM) and new president of ASNE: The FCC will not go any farther than the public will stand for. Pending legislation offers no particular threat to freedom of the press, which is the same as freedom of the air. There's nothing worse than being neglected. Broadcasting can't complain that it's being neglected. Every industry must police itself. The solution? Just keep going.

Norman Chandler, former publisher of *Los Angeles Times* and now president of Time-Mirror Co. (KTTV-[TV]): Government entry into the field of program content would be a calamity. Threats of new legislation and program controls do not offer a threat in the near future to freedom of the press. The broadcasting industry must work out its own problems.

Carl Corbin, editor, *New Orleans-Item:* Just one more good story. The equal time rule (Sec. 315) is unduly restrictive. Radio and television are starting to meet their public image problem by an information campaign. I doubt if program control would have any effect on freedom of the press.

Henry A. Dennis, editor, *Henderson* (N.C.) *Dispatch:* They're trying to regulate everything in Washington. The public will make the television people toe the line. We haven't played up the quiz scandals unduly, merely carrying the AP stories just as we carry any other news. They've got too many laws and regulations now.

Robert W. Goodell, president and editor, *San Luis Obispo* (Calif.) *Telegram-Tribune:* It was a heck of a good story. There's no call for more legislation or regulation just because of one or two crooked quiz programs. Once a government bureaucracy starts regulating, it's hard to stop.

Norman E. Isaacs, managing editor, *Louisville Times* (WHAS-AM-TV): Coverage of the broadcasting scandals was not fanned out of proportion to the public's interest just because the media are competitive. Some years ago the story involving newspapermen on the payroll of the Illinois governor's office was given a big play by newspapers. All those shenanigans at the FCC haven't helped the broadcasters' problems.

John S. Knight, president, Knight Newspapers Inc. (WAKR-AM-TV Akron, Ohio, WCKR Miami): I'm against government control. It's the responsibility of the broadcasters themselves.

Robert Lasch, editor of editorial page, *St. Louis Post-Dispatch* (KSD-AM-TV): Broadcasters should become editors of their own programs. They show their capacity when they produce and control their own broadcasts. We're opposed to legislation and regulation as a solution to the problem.

Robert C. Notson, managing editor, *Portland Oregonian* (KOIN-AM-TV Portland, WSYR-AM-TV Syracuse,

A proposal

The establishment of a News Committee for Mass Coverage representing newspaper, wire services and broadcasting, was recommended by John F. Day, vice president, CBS News, during a panel discussion last Saturday (April 23) at the annual convention of the American Society of Newspaper Editors in Washington. Mr. Day proposed the committee be organized in Washington to prevent such "mob coverage" scenes as occurred during Nikita Khrushchev's visit to the United States last summer.

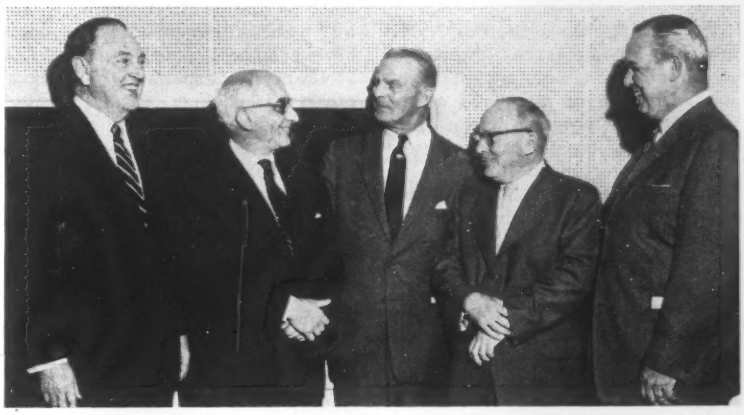
N.Y.): There's a need to develop more sense of individual responsibility as broadcasting grows. Advertising control over programs should be eliminated. More legislation and regulation are not the answer. Such regulations as the FCC's Sec. 317 interpretation are silly.

Dwight E. Sargent, editorial page director, *New York Herald-Tribune* (affiliated in ownership with Corinthian station): Broadcasters invited all this just as the corruption of a few union officials brought government and public wrath on organized labor. We handled the scandals purely as a newspaper story of industry and government corruption. At the *Herald-Tribune* we hold daily editorial conferences. At no time has anyone suggested playing up a scandal story or taking an editorial position because of competitive aspects. Nor did we contact anyone in our related electronic interests (Corinthian stations) about how we should play these stories. We simply recognized the public's intense interest in broadcasting corruption and covered the stories just as we covered the Illinois newspaper scandals when reporters were found on the governor's payroll. I don't know the answer but it definitely is not federal regulation or control.

William P. Steven, executive editor, *Minneapolis Star & Tribune* (WCCO-AM-TV, Cowles stations): A federal regulatory agency should have no more power to control station program content than to control the stories and editorials in newspapers transported by a truck or other public carrier. The broadcasting problem centers around advertiser impact on program content. Broadcasters should sell time between programs rather than sell programs. Newspapers have open space for their news and editorials—space not influenced by the advertiser. Federal broadcast regulatory powers should be limited to licensing of facilities and not what goes on the air. There's no threat to freedom of speech or press in imminent regulations or laws because broadcasting is directly licensed under federal law.

Mason C. Taylor, editor, Utica (N.Y.) *Observer-Dispatch & Press:* The broadcasting industry is still going through the growing-up stage. The scandal stories were played up because of public interest, not because newspapers compete with radio and television. Extension of federal program control might eventually affect freedom of the press. Broadcasters should improve local news coverage and employ competent news personnel. Disc jockeys are just old-fashioned pitchmen.

Kenneth D. Tooill, executive editor, *Toledo (Ohio) Times:* Regulations, legislation? Definitely not. It's merely a matter of maturity, growing up. We went through all this in the newspaper business—yellow journalism, featuring of trivia. Broadcasting needs more competent management and more awareness of the public's needs instead of catering to low-brow tastes. I watch television a lot. Local newscasts remind me of newspapers many, many years ago. A station will run 200 feet of film covering a minor accident or crime. The calibre of broadcast entertainment should be raised.



Pleased beginning ■ The opening ceremonies of WBAL-FM Baltimore attracted some prominent Maryland citizens. Discussing the latest addition to WBAL-AM-TV are (l. to r.) Charles McCabe, Hearst Corp. vice president; Dr. Peter Herman Adler, conductor of the Baltimore Symphony; Senator John M. Butler; D. L. Provost, Hearst Corp. vice president, radio-tv division; and Thomas S. Carr, WBAL-AM-FM vice president and manager. The addition presents Maryland with its only am-fm-tv broadcasting service. WBAL-FM began broadcasting on April 11.

M.E. Walter, editor, *Houston Chronicle* (KTRH Houston): The quiz and payola scandals were not over played by newspapers. Actually most large newspapers own radio or tv stations and conceivably some might tend to play down these stories. All this has had a salutary effect—improvement in programs, especially on radio. I couldn't believe public taste had descended to the musical level of some stations' programming. A medium licensed by the government inevitably faces some government controls. That's why we oppose federal aid to education. The government would set standards and assert some control over the way schools are run. Tv, incidentally, has been a blessing to morning papers but a headache to afternoon papers.

Don E. Weaver, editor *Columbus* (Ohio) *Citizen-Journal* (Scripps Howard stations): You're just going through a period of convulsion. We went through it many years ago. It happens when a government tries to regulate ethics with laws. Federal broadcasting regulation should be limited to technical controls. If the FCC's interpretation of Sec. 317 were applied to newspapers, I suppose we would have to put an italic precede on a baseball story explaining that tickets to cover the game were donated.

J. Russell Wiggins, executive editor and vice president, *Washington Post* and past president of ASNE (WTOP-AM-TV Washington, WJXT [TV] Jacksonville, Fla.): Laws and regulations? Just say I'm against it.

SHARED PROBLEMS
Newspaper-broadcast troubles analyzed

Newspaper editors last week shared many of their freedom-of-speech limitations with broadcasters and many of the oft-heard charges of failure to provide an enlightened service for public consumption.

Common broadcaster-newspaper problems were analyzed at the annual convention of the American Society of Newspaper Editors, held in Washington April 21-23. Many of the editors and publishers went to New York for this week's convention of the American Society of Newspaper Publishers.

The editors invited outside criticism, and got it. Among critics were Clare Boothe Luce, author-journalist, and Marya Mannes, of *Reporter* magazine. They appeared at the annual dinner of the Women's National Press Club, honoring ASNE, and took full advantage

of their topic, "What's Wrong With the Press."

In a poll of a cross-section of ASNE members by BROADCASTING, the editors indicated almost unanimous objection to the enactment of new laws or expansion of FCC program powers as a way of meeting broadcasting's present problems (see story page 48).

The Common Problem ■ Frank Stanton, CBS Inc. president, addressed the April 22 luncheon of ASNE on the topic "Journalism—Half Slave, Half Free."

Dr. Stanton said editors and broadcasters face grave issues in their fight for access to information on government activities.

This is neither a duel between government and journalism nor a luxury to the country, Dr. Stanton said, but rather a minimum essential to self-governed people. Dr. Stanton said journalism is "half free and half slave. It is free to give out information; it is not free to take in information."

Dr. Stanton said that passing resolutions against secrecy in government is not enough, and urged both broadcasting and newspapers to bring the matter to the people to create a "groundswell of public opinion."

In his opening remarks to the editors, Dr. Stanton passed briefly over the accumulated differences between newspapers and broadcasting emphasized in press coverage of the quiz and payola crises. He noted that righteous indignation about violence on tv often comes from papers which devote more space to wife-killings than to disarmament proposals, and that criticism of tv's "Sunday ghetto" is seen in papers which restrict cultural features to Sunday editions. Dr. Stanton, while saying he was "reluctant to conclude that this great gap between what you would wish of us and what many of you practice for yourselves results from a good, hard, practical concern for circulation" left the impression he thought just that.

Newspaper Derelictions ■ Mrs. Luce criticized newspapers for their failure to cover important issues and contributing to the debasement of popular tastes, arguments that had a familiar ring to broadcasters in the audience. She contended some newspapers "deem survival their first duty" and charged them with sensationalism in reporting.

Miss Mannes took editors apart, contending network tv does a better job of informing the public in the limited time made available than newspapers are doing. She said many small stations default on their news responsibility.

Newspapers are derelict in their failure to provide news service that permits the public to develop balanced and informed opinions, she said, adding, "Most of you have a monopoly. Why cater to the lowest common denominator?" She commended some network news programs, especially those having "four or five experts who knock each other down" but spoke critically of tv's "lust for violence."

Eugene Pulliam Jr., vice chairman of the ASNE Freedom of Information Committee, said news suppression involving "executive privilege" is setting back the continuing battle for the people's right to know. He reported "minimal progress" in the inter-media effort to persuade the American Bar Assn. Canon 35, banning broadcast and photographic coverage of court proceedings. J.R. Wiggins, *Washington Post,* retiring ASNE president, said the society will raise a fund to survey the news flow between Latin American nations and the United States.

'60 TIMES SALES AHEAD OF '59

Government troubles, competitive pressures not hurting business, NAB estimates show

Radio and television time sales in 1960 will run well ahead of 1959.

Estimates compiled from nearly 1,000 stations by NAB point to a prosperous year for the industry despite unprecedented pressures from government agencies and competing media. Radio stations are more cheerful than they have been in many years.

Here are the findings:

■ 3.2% median increase in 1960 total radio revenues expected in comparison to 1959; a year ago a 2.5% median increase was noted.

■ 6.8% median increase in 1960 total television revenues expected compared to 7.2% increase predicted at this time a year ago.

Breaking down the survey by radio stations, NAB found that 69.3% of those responding said they expect an increase in total revenue compared to last year; 7.3% expect a decrease, and 23.4% predict no change. Last year 57.6% expected an increase, 12.4% a decrease and 30% no change.

In the television study, 85.3% of stations said they expect an increase in total revenues over 1959; 1.5% expect a decrease and 13.2% no change. A year ago 84% expected an increase, 4.4% a decrease and 11.6% no change.

Radio expects the largest percentage increase in total revenues to appear in major markets—2,500,000 million population and up, with a 7.6% rise estimated compared to 4.4% at the same time a year ago. Only one type of radio market—500,000 to 1,000,000—looks for a revenue drop. In this field, where radio competition is stiff, stations look for a 5.1% decrease in revenue; a year ago a 6.5% decrease was estimated.

All market groups expect television revenue increases in 1960, ranging from 5.8% in markets of 500,000-1,000,000 to 9% in markets of 25,-000-100,000 population.

A breakdown by percentage of stations shows that 90% of radio stations in markets of 1,000,000-2,500,000 expect revenue gains. No stations in this market group expect a decrease.

Even more optimistic are television stations, with all market groups expecting increases and 93.1% of stations in the 25,000-100,000 markets looking for gains. Gloomiest of the tv market groups are stations in the 250,000-500,000 category, where 74.3% expect higher revenues this year. Tv is a little less optimistic than was the case a year ago but still expects more of an increase than was the case in 1958 and 1957.

Tv to double ad take in next five years

Television will double its advertising revenue in the next five years. That was the goal set by the TvB board last week at its semi-annual meeting. To meet it, tv's annual revenues will have to reach $3 billion by 1964's end.

Otto Brandt of KING-TV Seattle, chairman of TvB, was confident the goal could be reached "through hard work and the power of television." He thought tv not only would meet its own objectives but also contribute its part to a 50% increase in total advertising revenues during the next five years.

Norman E. Cash, TvB president, predicted the top 100 advertisers will be spending 25% more five years from now. He thought the fastest growth would come in retail advertising—up 100% from 1959.

The TvB board also set a goal of 300 members by 1961. This compares with 262 members now, composed of stations, networks and station representatives. In addition, the board approved associate membership for accredited colleges and universities.

The board meeting was held Thursday (April 21) at Boca Raton, Fla., in conjunction with the annual meeting of the American Assn. of Advertising Agencies (see page 36).

The Media continues on page 76

EM Spokane, Washington	WBAP Fort Worth, Texas	WJXT Jacksonville, Florida	WNHC New Haven, Connecticut	WTVW Evansville, Indiana
NG Seattle, Washington	KPRC Houston, Texas	WCIA Champaign, Illinois	WSM Nashville, Tennessee	WRGP Chattanooga, Tennessee
MA Yakima, Washington	WOAI San Antonio, Texas	WMAZ Macon, Georgia	WTAR Norfolk, Virginia	KLRJ Las Vegas, Nevada
W Portland, Oregon	WHDH Boston, Massachusetts	WFMJ Youngstown, Ohio	WREC Memphis, Tennessee	KOOL Phoenix, Arizona
AL Eugene, Oregon	WJW Cleveland, Ohio	WISN Milwaukee, Wisconsin	KAKE Wichita, Kansas	WOW Omaha, Nebraska
TV Sacramento, California	WTAE Pittsburgh, Penna.	KOTV Tulsa, Oklahoma	KMBC Kansas City, Missouri	KTSM El Paso, Texas
ON San Francisco, Calif.	WTOP Washington, D. C.	WTVN Columbus, Ohio	WXYZ Detroit, Michigan	KOB Albuquerque, N. Mexico
J Fresno, California	WCCO Minneapolis, Minnesota	WHIO Dayton, Ohio	KFSA Fort Smith, Arkansas	WLOF Orlando, Florida
AK Bakersfield, California	WMAR Baltimore, Maryland	WUSN Charleston, S. Carolina	WISH Indianapolis, Indiana	WAFB Baton Rouge, Louisiana
CA Los Angeles, California	WBEN Buffalo, New York	WXEX Richmond, Virginia	KRNT Des Moines, Iowa	KTVO Ottumwa, Iowa
SD San Diego, California	WDAU Scranton, Pennsylvania	WSPD Toledo, Ohio	WDSU New Orleans, Louisiana	WGN Chicago, Illinois
PX Salt Lake City, Utah	WHYN Springfield, Mass.			

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RADIO-TV TAKE OFF IN AIRCRAFT

157 stations fly 138 planes, 34 helicopters; 50 own their own

So you think maybe you could use a plane or helicopter at your station?

You may be more ready than you realize, but don't leap before looking.

Possibly you're ready now if at 10:30 tomorrow morning you could say to your secretary, "I'm flying up to Next Town to address the Retail Merchants Assn. lunch. After that I'll fly over to Nearville and call on the new regional bakery account and catch that beer prospect. Be back at 4." It's more likely you're ready if tomorrow at 4 you also could tell your airport serviceman, "Gas her up. One of the disc jockeys has to get down to Collegeburg this evening for a record hop."

A station plane or 'copter will earn your organization a high profit in prestige, but if this is your only reason, you probably are not ready for one. Unless, that is, you have no economy-minded board of directors or stockholders to review the operating costs of your fancy "prestige" machine.

Not 'Just for Fun' ■ And it's highly unlikely you're ready if your reason is simply because it would be "fun." Business aircraft are for just that—business. The "fun" is there, too, but it's incidental. Like driving your station car up the mountain to the transmitter on a balmy spring day.

But station-owned and chartered planes and 'copters are much more than fast and flexible transportation for station executives and talent who must pack three days' work into one (and who like to be home for dinner, too). These business aircraft now are serving regularly as accepted technical tools in news coverage, traffic reporting and special events programming, as well as publicity, promotion and community service such as search and rescue or mercy flights.

In terms of the dollar, the economy of flying business aircraft may not be fully documented yet for many radio-tv stations. But those outlets using planes report very high returns in savings of time, plus prestige, and in some cases the aircraft has been the only means to cover a big news break or keep a business date in a distant city. Safety is cited as an important plus, too.

Who flys? How much? Why? What does it cost? Operating problems? Advantages? And speaking of safety, what's the accident record?

Finding the Answers ■ To find the answers to these questions which every station operator asks when he is thinking about buying or leasing business aircraft, BROADCASTING surveyed the nation's 4,000 radio-tv stations for their actual experiences. Here are highlights from the returns:

■ 157 radio-tv stations reported they fly 34 helicopters and 138 planes, most on a regular basis, some occasionally.

■ Of the 157 stations flying, nearly one-third (50 stations) said they own their own aircraft, representing four helicopters and 48 planes. KMPC Los Angeles owns two 'copters; WPEN Philadelphia and WGH Newport News, Va., each own one. KWRT Boonville, Mo., was the only station reporting ownership of two planes. Some stations now are on their second or third plane, having used them for quite some time.

■ The remaining 107 stations rent or lease their aircraft on weekly, monthly and per-use bases. Rental and lease costs range broadly, depending on type of aircraft, market, and whether a pilot is supplied, but light planes average in the $15-20 per hour bracket while helicopters, more complex mechanisms requiring careful maintenance and operation, generally fall in the $55-$100 per-hour area. There are exceptions ranging to extremes in both directions.

■ Of the 107 stations renting or leasing their planes, 18 reported trade deals with the airplane charter firms. No standard policy appeared to govern these "trade-outs." In some cases mere air credits pay the tab. In others spot advertising exchanges are involved.

■ Seven stations maintain their own private landing sites. The others use regular commercial airports.

■ At one-half of the plane-operating stations (78), the pilots of the planes also have other responsibilities in the radio-tv operations. Thirty-two are executives such as presidents or general managers; 12 are newsmen, 8 engineers, 5 program directors, 4 announcers and one production manager. For 21 others, their alternate station positions were not detailed. In a few instances stations have fulltime pilots, but in most other cases the stations obtain pilot services along with their lease or rental aircraft.

■ What do these 157 stations use their aircraft for? News coverage, more than 80% replied (128 stations); traffic reporting, 46 stations; farm pro-

◀ **Picture shows WHIZ-TV Zanesville, Ohio's Cessna-172, popular model ($14,000). For details on all station aircraft, see table page 62.**

gramming, 19 stations; special events, 109; publicity and promotion, 90; sales calls, 58; executive travel, 69, and community service such as search and rescue, 47.

■ How many hours a week do they use them? A hard question, since the flying hours range widely from just an occasional hour to as much as 50 hours weekly (WPEN Philadelphia's helicopter). But the most quoted average ran 5-10 hours weekly.

■ While flying, 64 radio stations (over 40%) reported they originate live programs. One tv station—KTLA (TV) Los Angeles—reported live tv programming from its helicopter (see story, page 56). Another 95 said they tape or film in the air.

■ Of 99 stations answering a question on whether they obtain specific income from their planes, 43 said yes. Also asked if they feel their planes "pay their own way," 42 out of a total 77 respondents said yes, 35 said no. Others did not answer these questions.

■ Rarely does weather appear to interfere significantly with plane operation. Some are instrument-equipped for all-weather flying. In a few instances stations commented how planes have helped them overcome the hazards of winter driving.

■ Only five of the 157 stations reported accidents, none serious to personnel and only two causing extensive damage to the aircraft.

Radio-tv stations are holding their own as a category in general business flying, based on statistics compiled by National Business Aircraft Assn. Inc., Washington. NBAA works hard for air safety and effective development of business aircraft use. It feels that big multi-engine business aircraft should be flown by professional pilots in order to assure the most efficient overall utilization of the aircraft and for long-range economy. NBAA, however, feels that the businessman who is properly trained can pilot the lighter planes safely.

Other heavy users of business planes are such fields as petroleum and large manufacturing corporations. Total hours flown in business planes this past decade have more than doubled, with business flying in 1959 totaling 855 million miles and 5.7 million hours—1.8 million hours more than the commercial scheduled airlines.

The average light business plane averaged about 200 hours last year. Many radio-tv station planes did much better than that.

Agencies, networks use airplanes, too

Stations are not the only users of business aircraft in the broadcast field. Networks and agencies use them too.

NBC on occasion uses the private plane of parent RCA when the network's executives cannot meet their schedules on regular commercial planes. CBS has a second-hand DC-3, but is very reluctant to talk about it. It's used mostly by CBS Inc. Chairman William Paley, President Frank Stanton and division heads, CBS said.

CBS News was the first customer for the DC-4 flying video tape unit which MVT Television, New York, acquired last fall as part of its mobile vtr color/monochrome fleet. CBS News used it to cover President Eisenhower's foreign trip last December. The DC-4 vtr plane is completely self-sustained, including living quarters for a crew of 20. Cost: $400 per flying hour.

NBC last fall leased a Convair 440 to shuttle its news crew from city to city just ahead of Mr. Khrushchev.

Benton & Bowles and Campbell-Ewald Co. appear to be the only major radio-tv agencies operating their own aircraft today. Benton & Bowles has just acquired a new plane to replace an earlier model. It regularly visits places like Cincinnati where client Procter & Gamble is headquartered.

Ward Stevenson, president of General Public Relations, Benton & Bowles subsidiary, flies his own plane on business, about four hours a week. It's a Piper Apache Twin, a luxury model among light personal planes.

Detroit-based Campbell-Ewald has been flying its own plane to contact clients for three years and used it dramatically several months ago when agency President Thomas B. Adams flew into the United Aircraft port at Hartford, Conn., and landed the account. Mr. Adams, a Navy bomber pilot during the war, sometimes takes the controls after the plane is up. Ron Kimmler is the agency's professional pilot. C-E now has an Aero Commander, earlier flew a Cessna-310.

McCann-Erickson has no plane, but on occasion its president-chairman, Marion Harper Jr., will lease one for himself and others at the agency to keep a client date or make a quick trip for a speech.

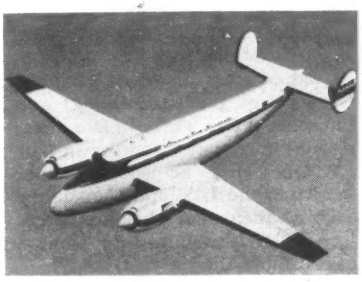
Kudner Agency once had three planes operating to help service the GM account, no longer in its portfolio. The planes were sold. Kudner's former head, Jim Ellis, was said to have been "at his best creatively" when flying.

Storer Broadcasting's Howard Super Ventura

One of the most luxurious company airplanes in use in broadcasting is owned by the Storer Broadcasting Co.

It is a Howard Super Ventura. It's a custom conversion of a World War II Lockheed Ventura PV-1 patrol bomber. Howard Aero Inc., San Antonio, Tex., does the major transformation of these surplus Navy craft, turning out plush executive planes which can cost $500,000 or more for the finished package. (Picture to the right shows a Howard Aero craft similar to the Storer plane.)

The Super Ventura is a twin-engine craft which cruises at 300 mph for over 2,000 miles and at lower speeds up to 3,000 miles. Howard Aero has rebuilt the shallow bomb bays under the cabin floor into two baggage compartments. Since the Ventura was a bomber, the fuselage had no windows. This permits Howard Aero to install any type windows desired by the customer and picture windows are popular. Cockpit windows have been redesigned and fitted with safety glass. They're bird proof.



When Howard Aero starting selling the conversions several years ago, the basic cost of the transport was $296,800. With more powerful engines the basic transport cost was $385,525. In addition to this, cabin interiors cost $30,000-35,000 and electronic equipment $35,000-110,000, depending on customer desires.

The Storer plane is registered as N20S. The plane is based in Ft. Lauderdale. In Washington it hangars at Butler Aviation, Washington National Airport.

Butler said the Storer craft is there "at least a hundred times every 52-week period. It's in and out a couple of times a week."

How planes are used by station groups

Seven group station interests reported they fly their own aircraft as an efficient means of communication among their properties. These include Cascade Broadcasting Co., Crosley Broadcasting Corp., Griffin Broadcast Group, Inland Broadcasting Co., C.A. McClure Stations, Jerrell Shepherd Stations and Taft Broadcasting Stations. An eighth multiple owner, Storer Broadcasting Co., is perhaps the most air-minded of all. Storer did not return a BROADCASTING questionnaire, but information on its aircraft was obtained from other sources (see box page 53).

Tom Bostic, part owner and general manager of Cascade, flies the group's seven-passenger Beechcraft Bonanza Twin-D50A. It averages 15 hours a week in the air. Mr. Bostic said the plane "enables us to place our executive and sales personnel at the disposal of our seven stations more economically and more easily than is possible by commercial airlines."

Fully instrumented for all-weather flying, the plane can cover 1,500 miles nonstop, linking Cascade's KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick-Pasco-Richland, KWIQ Moses Lake, KBAS-TV Ephrata, all Wash., and KLEW-TV Lewiston, Idaho. The plane is used for news and special events as well as for sales calls and executive travel.

Crosley Broadcasting since 1958 has been using its $160,000 Aero Commander-680 for efficient communication among its related properties, WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus, and WLWD (TV) Dayton, all Ohio, and WLWA (TV) Atlanta, as well as for live news programming and client service.

In addition, WLW began leasing a Bell helicopter in the fall of 1958 to put Police Lt. Arthur H. Mehring in the air for traffic reporting, now sponsored 10 hours weekly by Shell Oil Co.

Operating Cost Details ■ Crosley's Aero Commander ranges 1,100 miles, carries seven and is fully equipped for all-weather flying. Crosley said it costs $120 per hour to operate (including fulltime pilot), $93,600 annually (including maintenance and depreciation). It averages 15 hours a week in the air. President Robert E. Dunville sometimes takes the controls.

The helicopter costs $48,750 a year ($93.75 per hour), leased from Helicopter Airlift Inc. Both craft are used for tv filming too.

Lt. Mehring's flying airtime earns regular talent fees of $580 a month, but he requested WLW to pay this directly to the police department's education fund for training personnel in accredited schools outside the city.

"Flexibility of movement is probably the greatest single advantage in having our own airplane," Mr. Dunville said. "We are able to eliminate the restrictions of schedules, we have easier access to our own stations and other places of appointment because we can land the plane at small airports usually closer to mid-city than regular airports, or even in fields."

Safe and Dependable ■ James C. Leake, president of the Griffin Broadcast Group, pilots his group's Aero Commander about 200 hours annually and commercial pilots are hired at other times, plus other planes, to meet news or business requirements. "We fly all over the U. S.," Mr. Leake said. "We find that the airplane in times of bad snowy weather and slick roads is a much safer and more dependable transportation facility than an automobile if you are traveling any distance," he added. "We use the airplane so many different ways it would take several pages to list them."

The Griffin Broadcast Group includes KTUL-AM-TV Tulsa, KATV (TV) Little Rock and KWTV (TV) Oklahoma City, with general offices in Muskogee, Okla.

Mr. Leake said the plane was used several weeks ago to fly air personalities from Tulsa to a lunch appearance in McAlester, Okla., 110-115 miles distant, making it in plenty of time after one did his regular 11:30 a.m. newscast. Following the lunch they quickly returned to Tulsa for their tight afternoon schedule.

The plane makes frequent business trips to New York. During competitive tv hearings in Washington before the FCC, Mr. Leake used it to fly his voluminous exhibits to Washington. Griffin reported its Aero Commander was acquired in April 1957 for $120,000. It operates at 20¢ a mile or $35 an hour, the firm said.

Spreading Talent Efficiently ■ Mervin V. Ling, president and general manager of Inland Broadcasting, flies the group's 1959 model Cessna-172 an average of six hours a week among the three Inland stations which he supervises: KAYT Rupert and KWEI Weiser, both Idaho, and KACI The Dalles, Ore. "Our main success story," he reported, "is the fact that the shortage of real engineers with first phone licenses has not hurt us. Fast transportation allows us to transport our technical director where needed in emergency."

From Rupert to The Dalles, for instance, is 12 hours by car, mostly mountain driving. Flying time is 3½ hours. The plane also is used for news, special events and sales calls. It cost $10,500, operates at $4.80 per hour. Annual cost is figured at approximately $2,000.

Jerrell A. Shepherd, former air force flying instructor, uses a $15,500 Piper Comanche to tie together his Missouri properties, KNCM Moberly and KHMO Hannibal. He sold KLIK Jefferson City, Mo., last year. The group's first plane was a Cessna-182 (1957).

C. A. McClure, president and general manager of WGBA Columbus and WCHK Canton, both Georgia, and WULA Eufaula, Ala., said the "management, engineering and accounting phases of all stations are supervised on a regular basis by air travel in the company-owned airplane," a $11,000 1958 model Cessna-182. Besides Mr. McClure, F. Keith Brown, vice president and chief engineer and two other station employes, pilot the plane. It costs $12 an hour to operate, $5,500 annually (including depreciation).

Taft Broadcasting Stations reported its president, Hulbert Taft Jr., as well as its director of engineering pilot the group's Cessna-310 an average of eight hours weekly. The $78,000 plane was acquired in July 1955. Taft said it costs $55 an hour to operate, $33,000 annually. It's used mostly for sales calls and executive travel, but also some publicity and promotion.

"We use our airplane to get to our stations and to other places with such outstanding time-savings to executives, program and sales personnel, that we do not consider any one use worthy of comment," the Taft group reported. Taft stations include WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio, WBRC-AM-FM-TV Birmingham, WBIR-AM-FM-TV Knoxville (30%) and WKYT (TV) Lexington, Ky.

City 'trade-out'

While several stations have flying policemen reporting on the air, WJOB Hammond, Ind., worked a unique trade deal with local officials to produce its successful schedule of flying traffic and weather reports by Officer-Pilot Les Downing. WJOB conducted a listener contribution campaign to buy $11,500 worth of Cessna-172 Special for the police department.

Officer Downing flies five hours a day catching speeding motorists (painted lines on roads at intervals permit precise clocking) and in other police work. In late afternoons he reports on-the-air for WJOB. He's helped 13 other cities in the U.S. and Canada establish their own air police forces since WJOB obtained the plane a little more than a year ago.

NOW YOU CAN AFFORD A HELICOPTER

The new **Hughes** 269A cuts helicopter costs in half—with lower initial cost, lower operating costs, lower maintenance costs. Hughes engineers took a fresh, objective look at helicopters. They came up with a new compact 2-place design, emphasizing simplicity. They built it light, yet sturdy.

In exhaustive military tests and in commercial demonstrations, the 269A was cheered by pilots who have "flown them all"—for nimble performance, quick control response, dependability, ease of maintenance.

With this helicopter, you save precious time and avoid the strain of today's traffic. You move from your door—to office—or to appointments with ease and comfort.

At $22,500, virtually one-half the price of comparable helicopters, together with drastically reduced operating costs, the Hughes helicopter is the best buy in business air transportation today.

Get all the facts. Write on your letterhead or use the coupon.

Director of Customer Relations
HUGHES TOOL COMPANY, Aircraft Division
Culver City 7, California

☐ Please send complete information on the Hughes Helicopter.
☐ I would like to arrange for a demonstration.

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Company_____

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HUGHES TOOL COMPANY • AIRCRAFT DIVISION

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THE WHIRLYBIRD STORY

Maneuverability provides an extra plus

Putting a helicopter in the air equipped to originate live tv takes more than exceptional technical skill, patience and a big bag of money. Tears go with the triumph too.

KTLA (TV) Los Angeles, which claims it is the only station in the world to telecast live from the air on a regular basis, learned this in 1958 when it tackled the problem. NBC-TV did too this last New Year's Day when it put in the air a 'copter specially rigged with experimental gear to telecast live, in color, from Pasadena's Rose Parade.

John Silva, KTLA chief engineer, began actual physical work on the "telecopter" project in January 1958. It was preceded by three years of preliminary planning. First major obstacle was to get the live tv signal from the 'copter to KTLA's transmitter atop Mt. Wilson, north of Los Angeles. There were three alternatives: (1) Brute force —a high-power transmitter to beam the signal in all directions, thereby eliminating the need for any precise position for the antenna; (2) homing—using existing microwave links with a servomechanism and automatic direction finding equipment to keep the transmitting dish in line with Mr. Wilson's receiving dish, and (3) compromise—using a semi-nondirectional antenna that would transmit equally in all directions horizontally and be directional in the vertical axis.

Compromise ■ Methods one and two were impractical because of weight, power and maintenance. So the No. 3 compromise evolved as Mr. Silva worked with General Electric engineers to compress GE's 65-ft. helical uhf antenna into a 3-ft. unit.

Since the "workhorse" Bell-G2 helicopter was to be used, all electronic gear (originally estimated at 2,000 lbs. minimum) had to be redesigned. The Bell G-2, after counting pilot, passenger (tv engineer-reporter) and just a half a tank of gas, could carry only a maximum 400 lbs. cargo under federal aviation law. Bigger helicopters would be unmaneuverable for news work and impossible economically.

Mr. Silva and his crew did the radical redesign work at the machine shop of Paramount Pictures, KTLA's owner. Two boxes were designed to ride on the 'copter's landing skids and carry most of the gear. The GE vidicon camera (with zoom lens), monitor and audio-video controls went inside the "bubble." It all scaled out at 460 lbs.

But it was rejected. CAA law meant 400 lbs., no more. The crew redesigned again, substituted transistors for tubes, cut holes in the already light aluminum panels. Result: 368 lbs.

Now to pick 'copter and crew. It was decided then to lease from an experienced organization rather than purchase. KTLA chose National Helicopter Service and Engineering Co., Van Nuys, Calif., headed by Dick Hart, president, then 32, and Bob Gilbreath, vice president in charge of operations, then 31. The latter, considered one of the five top 'copter pilots in the world, flys KTLA's tv craft.

Cloak and Dagger ■ To preserve KTLA's status in the intensely-competitive radio-tv community, the installation of the tv gear was a secret project carried out cloak-and-dagger style in the back yard of Mr. Hart's home in Studio City. After weeks of sweat, tinkering and testing, it was finished. On July 3, 1958, the 'copter was taken in shrouds to the airport for its first test flight.

The tv system didn't work.

All that day and into the night the crew re-built, checked and tested. On July 4 back into the air. Mt. Wilson got a picture on its monitor. Hazy, but it was there. More testing. More refinements.

On July 24 a group of civic, military, fire and police officials gathered at the police academy to witness a demonstration 'copter-cast. On July 29, KTLA viewers saw the first of the 'copter's regular news telecasts. On eight-hour-a-day, seven-day-a-week stand, the 'copter is now used almost every day, as often as seven times in one day. It has covered forest fires, house fires, auto accidents, police chases, landslides, civic construction, drownings, suicide attempts and a host of other news stories.

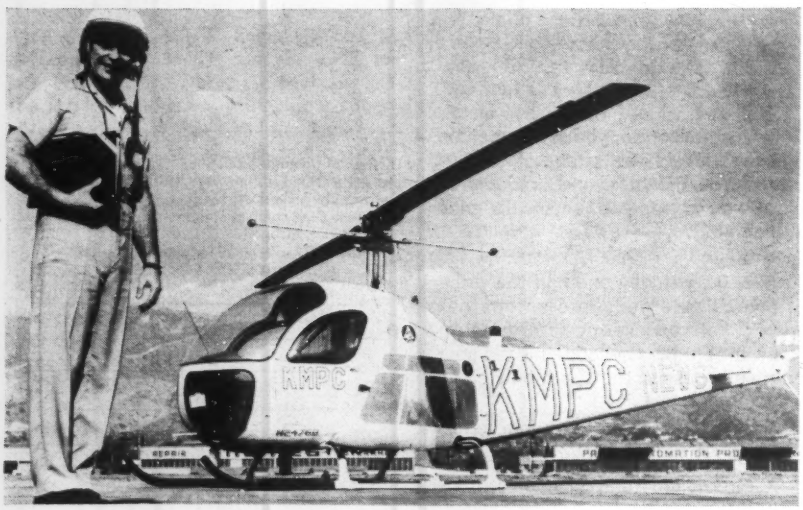
What does it cost? The electronic gear cost $40,000 and another $50,000 went into engineering and development. The 'copter lease runs about $100,000 annually.

Money Maker ■ But it makes money too. Its promotion impact was described as "fantastic." In the first four weeks following its debut, KTLA salesmen signed a record $510,000 in local business. And early last year it was reported Procter & Gamble and Philip Morris signed for $250,000-worth of 'copter news commentary by Clete Roberts.

KTLA now flies an updated version of its telecopter, a Bell-47J. Tv gear has been further refined and contained inboard. The transmitting antenna has been equipped with a gyroscope, allowing greater maneuverability for the craft without loss of picture. In a test flight last year, a strong signal was obtained from as far south as San Diego and as far north as Santa Barbara.

NBC-TV Color-'copter ■ NBC-TV recounted a similar tale of blood, sweat and tears getting its color telecopter into the air for air shots of the Rose Parade. Using a leased craft, technical crews labored long days to lick critical problems of weight, balance and vibration.

A 125-lb. 1,500-w Onan generator was hung outboard to power the tv gear which included RCA's experimental 24-lb. 380-transistor color tv camera. This midget color vidicon is being developed under the supervision of RCA engineer Leslie (Doc) Flory. Four days before



KMPC's 'AIRWATCH' OVER LOS ANGELES

Pilot Max Schumacher is ready to fly one of station's twins

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Some things you should know about...

Excessive Drinking

Most Americans either leave alcoholic beverages alone entirely—or drink moderately and sensibly, mainly for social and special occasions.

Unfortunately, however, there are 5 million men and women in our country who cannot control their drinking—and most of them break down socially, emotionally and physically. Inevitably, they also damage the lives of their families and other people, sometimes in the most tragic ways.

Since alcoholism is a most important health problem, it deserves our attention. These questions and answers may give you a better understanding of it.

Why do people become alcoholics?

Medical science does not yet know the precise cause or causes of alcoholism. Authorities agree, however, that emotional difficulties—tension, worry, guilt, and other dreaded feelings—are certainly connected with alcoholism. The alcoholic drinks to escape his inner conflicts. And he becomes so dependent on alcohol that he cannot face life without it.

What are the warning signs of alcoholism?

When a person starts "gulping" alcohol to "fortify" himself, trying to hide from others how much and how often he drinks, drinking alone or in the morning, giving strange excuses for his behavior, having trouble on the job or at home . . . addiction to alcohol may be in the offing. In some cases, it may develop quickly — within a few months. In others, slowly over a period of years.

Can an alcoholic recover?

Recovery depends on the alcoholic's own fundamental desire to stop drinking—and, having stopped, never to drink alcohol in any form again.

Medical treatment is becoming more important in furthering recovery. New drugs help ease the alcoholic's discomfort. Psychotherapy helps him recognize his problems and deal with them without the use of alcohol.

What should you do to help an alcoholic?

Face the problem without embarrassment . . . just as you would any other serious threat to your family.

The family—especially those members closest to the alcoholic—should seek help from someone who knows the problem. The family doctor, or a clergyman, or a social worker, or a trusted friend may be able to advise you about the best course to take.

Alcoholics Anonymous helps many people conquer their compulsion to drink. The only requirement for AA membership is an honest desire to give up liquor. There are no dues or fees for its services.

When given the help they need, many alcoholics can recover and make a fresh start in the world.

Help for the Alcoholic and His Family

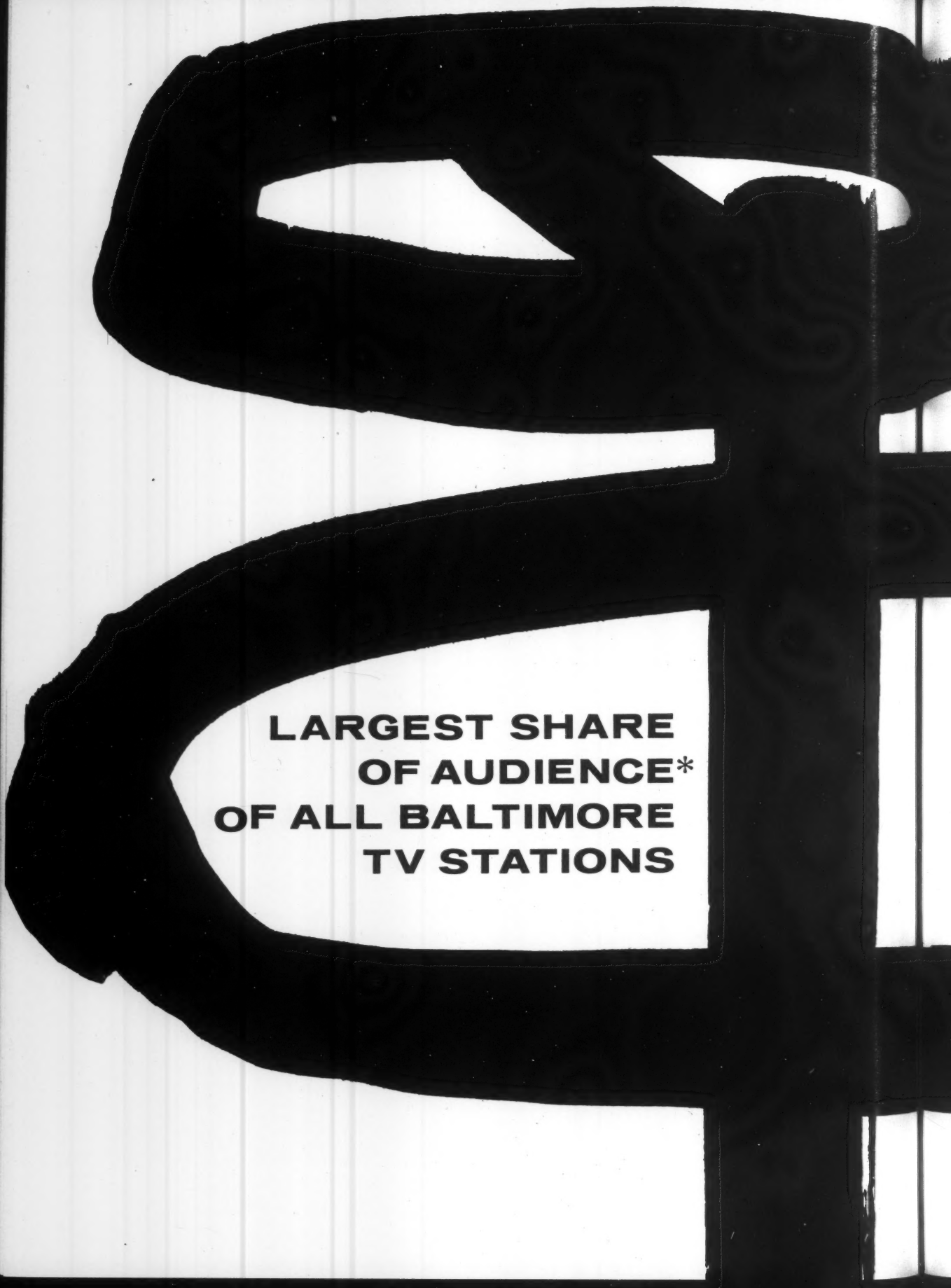
If Alcoholics Anonymous is not listed in your telephone directory, write to: Alcoholics Anonymous, P. O. Box 459, Grand Central Annex, New York 17, New York.

For Family guidance write to Al-Anon Family Groups, P. O. Box 182, Madison Square Station, New York 10, New York.

For educational material and consultation, write to the National Council on Alcoholism, Inc., 2 West 103rd Street, New York 29, New York.

Metropolitan's new booklet—*Alcoholism, A Guide for the Family*—summarizes this problem and offers helpful suggestions for its solution.

Metropolitan Life
INSURANCE COMPANY©
A MUTUAL COMPANY, 1 MADISON AVE., N.Y. 10, N. Y.


LARGEST SHARE
OF AUDIENCE*
OF ALL BALTIMORE
TV STATIONS

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WJZ-TV BALTIMORE

And that's not all!

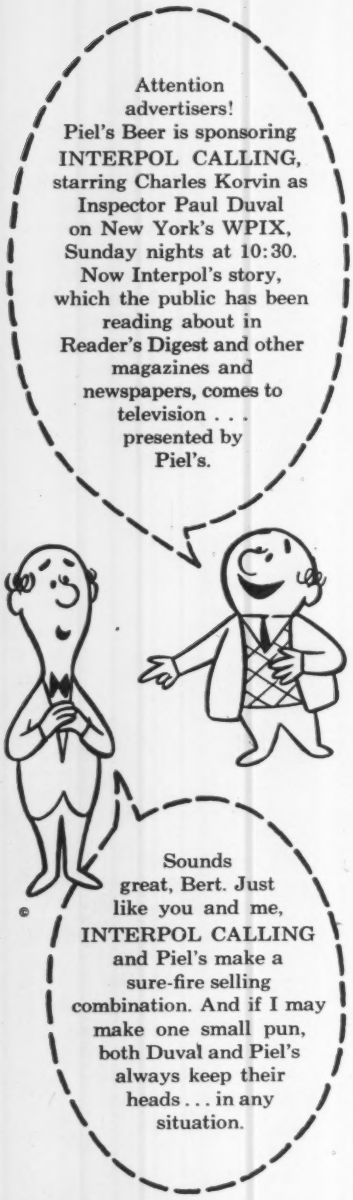
- Highest rated local live shows of all Baltimore TV stations.
- Most newscasts of any Baltimore TV station.
- Only Baltimore station that editorializes on community problems.

That's why, in Baltimore, *no spot TV campaign is complete without the WBC station* **WJZ-TV 13**

*Balt. ARB Reports, Nov. 1958-Mar. 1960 **BALTIMORE**

WJZ-TV Baltimore represented by Television Advertising Representatives, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.


Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.
Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

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Jan. 1 the craft was converted to color tv and tested. But virbration was still excessive. Like the KTLA crew, NBC-TV engineers dug in and wrestled through the readjustment and testing trials, in time for the parade colorcast.

Helicopter Veteran ■ A veteran user of helicopters is KING-AM-TV Seattle, which opened its own heliport (King County's first private heliport) atop the KING Broadcasting Co. studios in July 1953. The 'copters are leased from Aero-Copters Inc.

Aside from news, special events and promotion, the 'copters transport talent to suburban dates and meet guests such as NBC Board Chairman Robert Sarnoff at Seattle's airport. The craft also help in sales calls and executive travel. News events such as the Gold Cup boat races gives the KING-copter real opprotunity to provide unique coverage, KING feels.

KMPC Los Angeles owns a pair of Bell-47H-1 helicopters which it acquired last July from Riley Jackson Productions, Hollywood. RJP in December 1957 had packaged a new program service called "Airwatch" using the choppers for traffic and beach reports. KABC Los Angeles was the initial client for the show.

KMPC uses the choppers some 25 hours a week, feels "there is no doubt that they have increased the stature of the organization." Ranging south to the Mexican border and north to Santa Barbara and Bakersfield, the choppers are operated by Pilot Max Schumacher and commentator Don Reed, both formerly with RJP's "Airwatch." They broadcast live from the air using a lightweight Collins vhf transmitter-receiver unit to link them with KMPC. The Collins gear also monitors KMPC and police frequencies for the fliers.

The helicopters operate in close coordination with KMPC's ground fleet of mobile news units. During the most recent Laurel Canyon fire, the ground units were successfully deployed to strategic areas by the 'copter which also aided police and fire units. During the hours of crisis, Pilot Schumacher rescued a mother and her three children when their home was isolated by the fire and radioed for fire fighters who saved the home.

Two Others Own ■ WPEN Philadelphia got its own helicopter about a year ago at an investment of $30,000, uses it for live traffic reporting by a flying policeman as well as news, special events and publicity. It costs about $65 per hour to operate. Recently while traffic reporting, the 'copter saw a truck-car crash occur and was able to speed immediate first aid.

WGH Newport News, Va., acquired its own Bell helicopter last fall, flies it from its own landing port and considers it "great promotion." Weather cuts use 20% of the time, but it's used for in-flight broadcasting of traffic and news reports in the Norfolk area, plus special events, publicity and sales calls. The chopper complements WGH's ground fleet of 10 units.

The Texas way

KIUN Pecos, Tex., was among the many stations which reported their aircraft helped develop significant new business in outlying towns within their coverage area. But KIUN also found a new twist to the additional use of the plane in transporting talent from place to place: "We heard of a good man in Colorado. We got in the plane, went there and hired him."

Aircraft help traffic move a lot smoother

Besides Los Angeles, Philadelphia and Norfolk, there are other major cities which get extensive traffic report service from station "traffic-copters" and planes, in some cases city policemen doing the reporting.

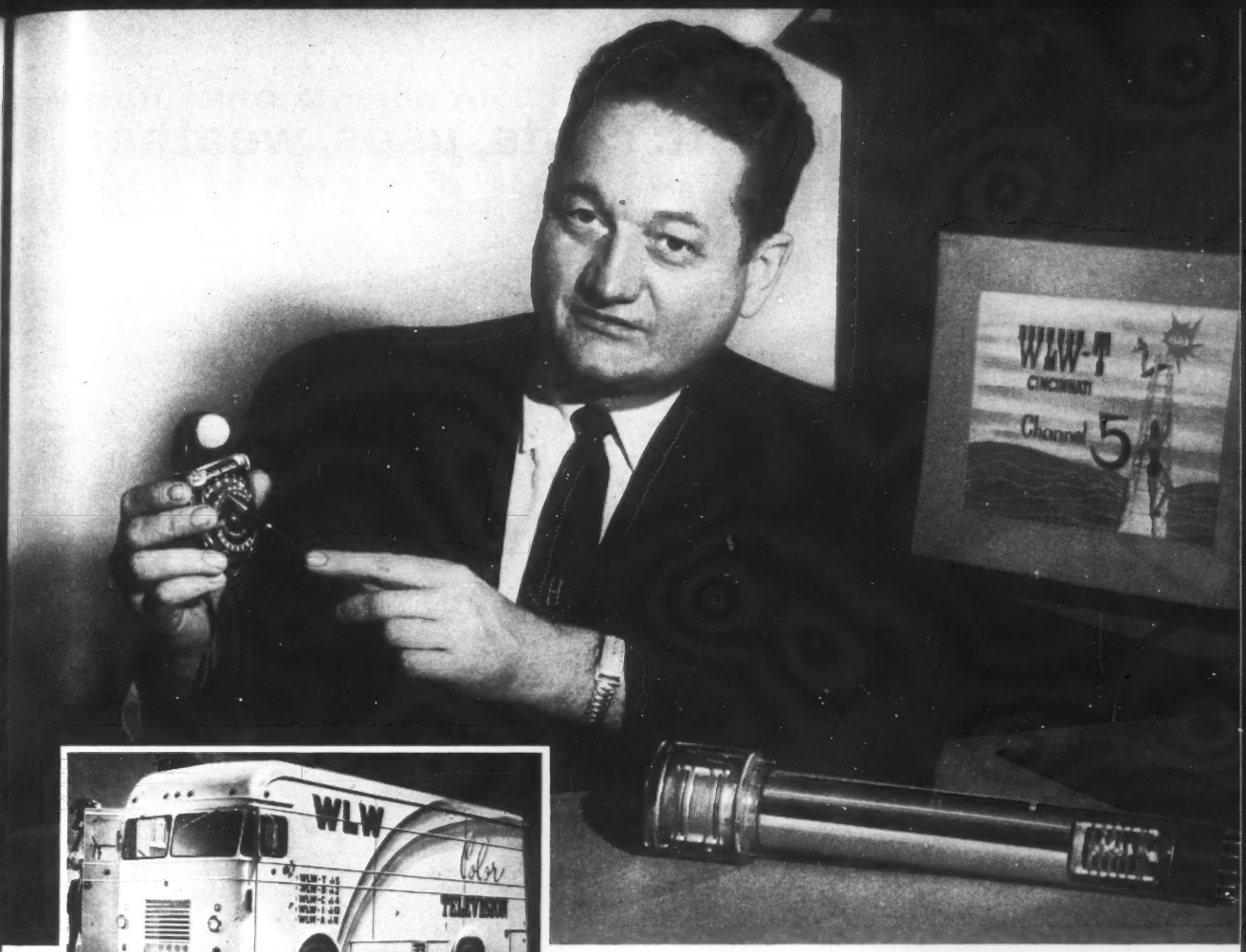
All of WEBR Buffalo's traffic-copter reports are sponsored and frequently include spot news coverage too, such as a four-alarm fire Jan. 25.

WGN Chicago finds ready sponsors for morning and evening traffic-copter reports. Flying policeman Leonard Baldy marked his first year of reporting for WGN last November. Officer Baldy makes emergency landings occasionally to help a distressed autoist, recently put out a fire in the car of a woman driver and took off again to complete his broadcast.

WERE Cleveland's traffic-copter, started last November, is known as "Cruiser 13" in the city's police force. Two-way communication with headquarters and other police cars is maintained. 100% of the 10 hours weekly of traffic reports is sponsored by Shell, WERE said. The "Shellicopter" is heavily merchandised. Flying Police Lt. Chester L. Kluzik, while on a WERE reporting trip Jan. 19, landed the whirlybird at an accident-blocked five-point intersection to unsnarl the jam and was in the air again to broadcast.

Civic Event ■ WJBK Detroit's traffic-copter marked its first year of service last Nov. 12 and Mayor Louis C. Miriani proclaimed the day "WJBK Radio Traffic-Copter Day." It kicked off a city-wide traffic safety drive. WJBK's 'copter flies 10 hours weekly. Morning reports are sponsored.

(For all stations providing traffic reports from the air, see next page.)



Says **HOWARD LEPPLE**, Chief Engineer,
WLW-T, Cincinnati:

"Ten percent of normal TV lighting is all we need with General Electric's new camera tube!"

"We're proud that Station WLW-T made the first colorcasts of indoor sports events, showing professional basketball November 21 and 22, 1959. New super-sensitive G-E camera tubes, like the one on my desk, made this possible, since the light for basketball, bowling, and hockey is too low for colorcasts with standard tubes. Now, our GL-7629's add the thrill of color to sport.

"Another plus for General Electric's new tube, is the use we can make of it for black-and-white "remotes" where the light is too dim for standard camera tubes. And we like the GL-7629's built-in protection against burn-in. No trace of this fault has appeared; whereas, with most tubes, burn-in starts to show at an early stage.

"We consider the new General Electric camera tube a fine long-term investment, as well as a promising program builder for WLW-T!"

* * *

Get . . . now . . . the complete facts on Type GL-7629 from your G-E tube distributor! This great new tube is interchangeable electrically and mechanically with all standard image orthicons. *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Ky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

312-401

Station aircraft: costs, uses, weather

Station & City	(P) Plane, (H) Helicopter: Make; (Date acquired)	(O) Own, (L) Lease, (R) Rent, (T) Trade-out; Original cost, (Operating cost)	Uses	How much used (avg)	Pilot do other work at station?	Effect of weather
E. Anthony & Sons	(P)	(O) Mass. Air Industries (subsidiary)	News	——	——	——
Cascade Bcstg Co	(P) Beechcraft Bonanza Twin-D50A (Jan 1959)	(O)	News, sp events, pub & prom, sales, exec travel	15hrs/wk	Yes	None (instruments)
Crosley Bcstg Co	(P) Aero Commander-680; (H) Bell 47H1	(O-P)-$160,000 ($93,600/yr; $120/hr); (L-H)-$48,750/yr ($93.75/hr)	News, traffic, sp events, pub & prom, sales, exec travel	P-15hrs/wk H-10hrs/wk	No	P-None (instruments) H-fog only
Griffin Bcst Group	(P) Aero Commander (April 1957)	(O) $120,000 ($35/hr)	News, farm, sp events, pub & prom, sales, exec travel, pub serv	4hrs/wk	Yes	10%
Inland Bcstg Co	(P) Cessna-172 (June 1959)	(O) $10,500 ($2,000/yr; $4.80/hr)	News, sp events, sales, exec travel	6hrs/wk	Pres	Rare
WEDR Birmingham	(P) Piper Cub	(L) $16/hr	Sp events, pub & prom	——	Engr	——
WBAM Montgomery, Ala	(P) Stinson Station Wagon (1954); (own landing strip)	(O) $5,000	Sp events, pub & prom, sales, exec travel	5hrs/wk	Yes	Doesn't fly when bad
WSFA-TV Montgomery, Ala	(P) Cessna (several yrs)	(L) varies	News, sp events	Varies	No	Not much
WVNA Tuscumbia, Ala	(P) Cessna-310	(O) ——	News, sp events, pub & prom, sales, exec travel	——	No	None
KOFA Yuma, Ariz	(P) Piper Tri-Pacer Caribbean (Oct '59)	(L) $13.50/hr	News, sp events, pub & prom, sales, exec travel	1hr/wk	No	None
KDMS El Dorado, Ark	(P) Piper Tri-Pacer (1955)	(O) $65,500 ($2,000/yr, $20/hr)	News, traffic, pub & prom, sales, exec travel, pub serv	2hrs/wk	Mgr	Quite a bit
KCLA Pine Bluff, Ark	(P) Cessna-140 (March '59)	(O) $3,200 ($5/hr, $780/yr)	News, sp events, pub & prom, sales, exec travel	3hrs/wk	Mgr	Very little
KFMU (FM) Los Angeles	(P) Cessna-140 (1959)	(O) $2,500 ($7.50/hr, $1,000/yr)	Sp events, exec travel	0-5hrs/wk	Mgr	None
KMPC Los Angeles	(H) Bell-47H1 (H) Bell-47H1 (July '59)	(O) $97,000 for both ($70/hr; $91,000/yr for both)	News, traffic, sp events, pub & prom, sales, exec travel, pub serv	25hrs/wk	Yes	Very little
KTLA (TV) Los Angeles	(H) Bell-47J (July '58) (own landing port)	(L) $100,000/yr	News, sp events, pub & prom, pub serv	40hrs/wk	Yes (in-air anncr)	Very little
KKIS Pittsburg, Calif	(P)	(R) occasionally	——	——	——	——
KVIP-TV Redding, Calif	(P) Piper Comanche (Nov '59)	(O) $12,500 ($8.50/hr, $3,700/yr)	News, sp events, pub & prom, sales, exec travel	7hrs/wk	Yes	None
KFMB-AM-FM-TV San Diego, Calif	(H) ——	(L) $90-155/hr	News, traffic, sp events, pub & prom	Varies	No	None
KLZ-TV Denver	(P) Cessna-310	(R) ——	News	Occasionally	No	——
WICC Bridgeport, Conn	(P) Piper Apache (Spring '59)	(L) $55/hr	News, pub serv	——	——	None
WTIC-AM-FM-TV Hartford, Conn	(P) Piper Tri-Pacer, Cessna	(L) ——	News	——	——	——
WAVP Avon Park, Fla	(P) Ercoupe (1960)	(O) $3,000 (6¢ mi; $760/yr)	News, traffic, sp events, pub & prom, sales, exec travel, pub serv	3hrs/wk	Mgr	Very little
WEZY Cocoa, Fla	(P) Cessna-150 (1958)	(L) $120/mo	News, traffic, sp events, pub serv	——	No	None
WJSB Crestview, Fla	(P) Forney Aircoupe (1959)	(O) $7,400	News, traffic, farm, sp events, pub & prom, exec travel, pub serv	3hrs/wk	Sta Owner	None
WESH-TV Daytona Beach, Fla	(P) Beechcraft Twin Bonanza (P) Aero Commander	(O) by parent firm; also (T) local airport for (P) & (H)	News, prom, sales, studio shuttle (Orlando-Daytona)	——	Slsman	——

March, 1960, Omaha ARB Reports:

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KETV channel 7
ABC TELEVISION NETWORK

STATION AIRCRAFT CONTINUED

Station & City	(P) Plane, (H) Helicopter; Make; (Date acquired)	(O) Own, (L) Lease, (R) Rent, (T) Trade-out; Original cost, (Operating cost)	Uses	How much used (avg)	Pilot do other work at station?	Effect of weather
WFTL Ft Lauderdale, Fla	(P)	(R) ——	Pub & prom	10 trips/wk	No	Pract never
WPDQ Jacksonville, Fla	(P) Cessna (1959)	(R) $12.75/hr	News, traffic, sp events	11hrs/wk	No	Slight
WABR Orlando, Fla	(P) Cessna-150 (May 1959)	(L) $9/hr	News, traffic, sp events	10hrs/wk	Prog Dir	Some
WHIS Orlando, Fla	(P) Piper Comanche-180 (May 1959)	(O) $18,000 (10¢/mi)	Sp events, sales calls, exec travel	6-10hrs/wk	Yes	Not appreciable
WLOF-TV Orlando, Fla	(P)	(L)	——	Occasionally	Gen Mgr	——
WSTU Stuart, Fla	(P) Cessna-172	(T) $16/hr	News, exec travel, rescue	Occasionally	Gen Mgr	Little
WFLA-TV Tampa, Fla	(P) Cessna-172 (1957)	(L) $17/hr	News, sp events	1hr/wk	Anncr	Very little
WJBF (TV) Augusta, Ga	(P) Piper Apache Twin (1958)	(O) $40,000 ($10,000/yr)	News, pub & prom, sales, exec travel	5hrs/wk	Yes	No (instrument flying)
WGBA Columbus, Ga	(P) Cessna-182 (1958)	(O) $11,000 ($12/hr; $5,500/yr)	News, sp events, pub & prom, sales, exec travel, sta liaison	8hrs/wk	Gen Mgr; Chf Engr	Not too much
WSAV-AM-TV Savannah, Ga.	(P) Aeronca (1950) Own landing strip at radio trans	(L) $10/hr plus pilot fee	News, sp events	Varies	Chf Engr	None
WJEM Valdosta, Ga	(P) Cessna-172 (Sept 1958)	(O) $10,400 ($4/hr; $700/yr)	News, sp events, pub & prom, pub serv	10hrs/wk	Yes	Very little
KBAR Burley, Idaho	(P) Piper Tri-Pacer (Nov 1958)	(L) $20/hr	News, sp events, exec travel	4hrs/wk	No	Very little
WCIL Carbondale, Ill	(P) Cessna	(L) $17.50/hr	News, sp events, pub & prom, sales, exec travel	0-20hrs/wk	Mgr, Chf Engr	Doesn't fly when bad
WGN Chicago	(H) Bell-47H (Nov 1958)	(L) $70/hr	Traffic, news, sp events, rescue	25hrs/wk	No	About 4% of flights
WTAQ La Grange, Ill	(P) Cessna-172 (1959)	(O) $10,000	News, pub & prom, exec travel, pub serv	5hrs/wk	Owner, Sta Mgr, Sls Mgr	Restricted during winter
WLBH Mattoon, Ill	(P) Beechcraft Bonanza (March 1955)	(O) $12,000 used ($22.50/hr; $3,000/yr)	News, sp events, pub & prom, sales, exec travel	3hrs/wk	Yes	Not over 5%
WRAM Monmouth, Ill	(P) Piper Tri-Pacer (1958)	(O) $9,000 ($10-12/hr)	Sp events, pub & prom, sales, exec travel	5-6hrs/wk	Mgr	15% or less
WJDA Quincy, Ill	(P)	(R)	——	——	——	——
WTAX Springfield, Ill.	(P)	Co-op with Ill. State Police	Traffic	Major holidays	No	——
WCSI Columbus, Ind	(P) Aeronca Sedan	(R) $11.50/hr	News, sp events, pub serv	——	No	——
WPTA-TV Ft. Wayne	(P)	(R)	——	Occasionally	——	——
WJOB Hammond, Ind	(P) Cessna-172	Co-op with city & police ($8.50/hr)	News, traffic, sp events	Daily	No	——
KSIB Creston, Iowa	(P) Cessna-170 (Jan 1958)	(R) $12.50/hr	News, farm, sp events, pub & prom, sales, exec travel	——	Gen Mgr	——
KDTH Dubuque, Iowa	(P)	Arrangement	Spot news	——	Yes	——
KXIC Iowa City, Iowa	(P) Ercoupe (1959)	(O) $5,000	News, traffic, farm, sp events, pub & prom, sales, exec travel	4hrs/wk	Pres	Very little
KLWN Lawrence, Kan	(P)	(L)	——	Rare occasions	No	——
WREN Topeka, Kan	(P) Cessna-172 (1959)	(L) $13.50/hr	News, traffic, sp events, pub & prom, sales, exec traffic	5hrs/mo	Newscstr	Very little
KAKE-TV Wichita, Kan	(P) Cessna-175 (1958)	(R) Flying club ($250 membership, $20/mo plus $10/hr)	News, exec travel	1hr/wk	Newsman, Coml pilot (air show)	10% of time
KFH Wichita, Kan	(P) Beechcraft Bonanza-G35 (1956)	(O) $30,000 ($23/hr; $3,489.59/yr)	News, traffic, farm, sp events, pub & prom, sales, exec travel	2-3hrs/wk	Yes	Very little (instrument equipped)
KSIR Wichita, Kan	(P) Piper Apache Twin (Dec 1957)	(O) $45,000 (15¢/mi)	News, traffic, farm, pub & prom, sales, exec travel, pub serv	425hrs last yr	Three on staff are pilots	Occasionally

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	Maximum Anode Ratings	
Sylvania Type	Voltage (Vdc)	Current (Adc)
575-A	15,000	6.0
673	15,000	6.0
857-B	22,000	20.0
866-A	10,000	1.0
869-B	20,000	10.0
872-A	22,000	20.0
8008	10,000	5.0

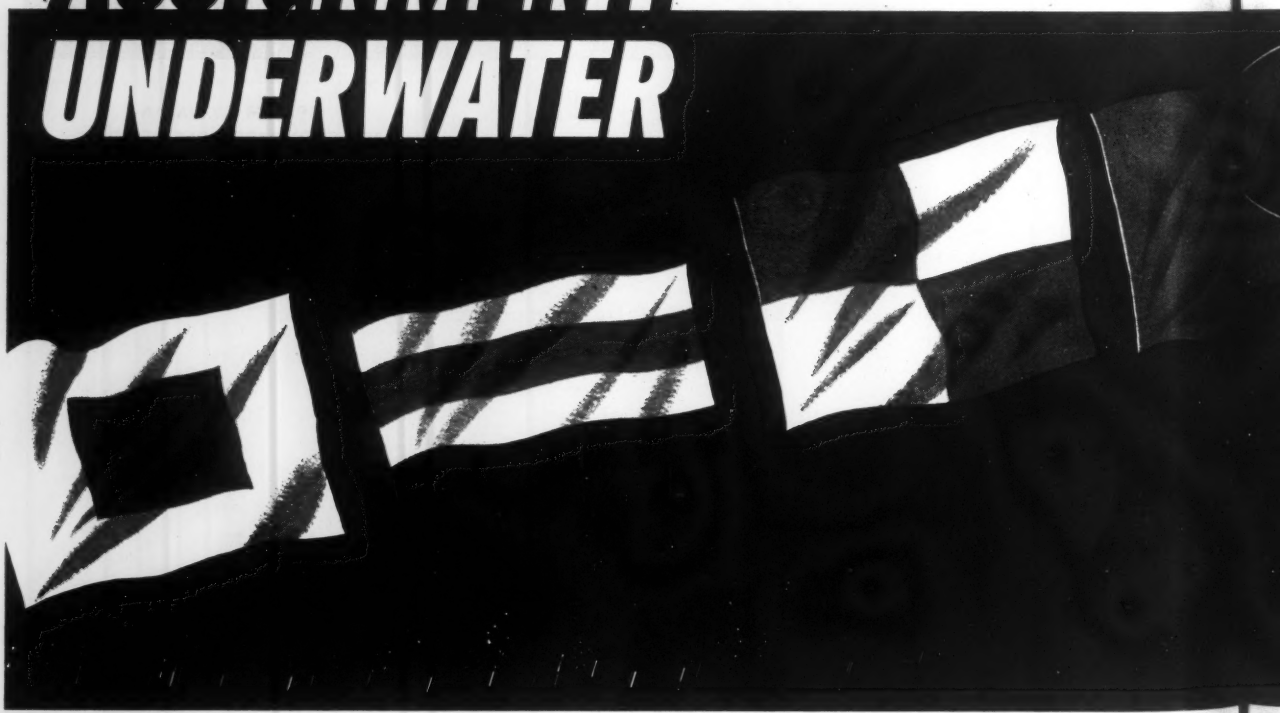
SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

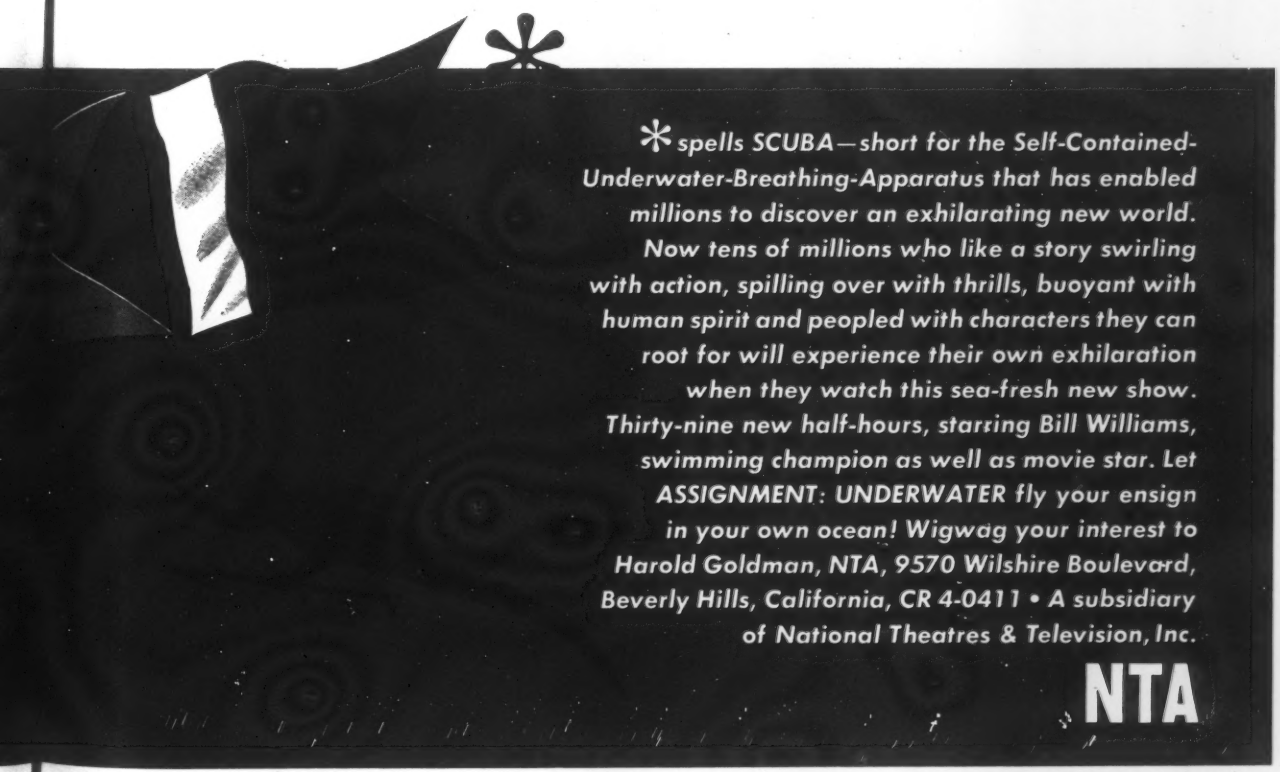
STATION AIRCRAFT CONTINUED

Station & City	(P) Plane, (H) Helicopter; Make; (Date acquired)	(O) Own, (L) Lease, (R) Rent, (T) Trade-out; Original cost, (Operating cost)	Uses	How much used (avg)	Pilot do other work at station?	Effect of weather
KWBB Wichita, Kan	(P) Cessna-172 (April 1958)	(L) $6/hr	News, sp events	1hr/wk	No	Slight
WHAS-TV Louisville, Ky	(P)	(R)	News	——	——	——
WLCS Baton Rouge, La	(P) Cessna-190	(T)	News, sp events, pub & prom	Once a mo	No	——
KLOU Lake Charles, La	(P) Cessna-175 (1959)	(T) for spots	News, traffic, sp events, pub & prom, exec travel, rescue	3hrs/wk	No	None
KNOE-AM-TV Monroe, La	(P) (Jan 1958)	(L) $20/hr	News, sp events, pub & prom, exec travel, rescue	3-6hrs/wk	No	Little
KTBS-TV Shreveport, La	(P) Cessna-172 (1957)	(L) $20/hr	News, sp events, pub & prom, sales	2hrs/wk	No	1% of time
KWKH Shreveport, La	(P) Beechcraft Bonanza (1955)	(O) $26,000 ($10/hr; $2,500/yr)	News, farm, sp events, sales, exec travel	300hrs/yr	Gen Mgr, Coml Mgr	5% of time
KUZN West Monroe, La	(P) Cessna-180 (1957)	(O) $12,500 ($7/hr)	News. traffic, farm, sp events, pub & prom, sales, exec travel, rescue	5hrs/wk	Sta Owner	None
WCME Brunswick, Me	(P)	(R) $7.50-15/hr	News, traffic, sp events, pub & prom, exec travel	——	Chf Engr	Very little
WFST Caribou, Me	(P) Aeronca Coupe	(R) $15/hr	News, sp events, sales, exec travel	3hrs/wk	No	Very little
WTBO Cumberland Md	(P) Piper Comanche 250	(R) varies	Sales, exec travel	——	No	Little
WMEX Boston	(P) Cessna-172	(L) $8-up/hr	News, traffic, sp events	5-10hrs/wk	Chf Engr	About 50% of time
WFGM Fitchburg, Mass	(P) Piper Tri-Pacer	(T) $20/hr trade-out	News, exec travel	1hr/wk	Pres	Normal

ASSIGNMENT: UNDERWATER



Station & City	(P) Plane, (H) Helicopter; Make; (Date acquired)	(O) Own, (L) Lease, (R) Rent, (T) Trade-out; Original cost, (Operating cost)	Uses	How much used (avg)	Pilot do other work at station?	Effect of weather
WSBS Great Barrington, Mass	(P) & (H)	P-$10/hr; H-$100/hr	Sp events	Once a yr	No	——
WESX Salem, Mass	(P)	(R)	——	——	——	——
WWLP (TV) Springfield, Mass	(P) Beechcraft Bonanza (1955)	(O) $25,000 ($5/hr; $1,500/yr)	News, sp events, exec travel	10hrs/wk	No	Normal
WTVB Coldwater, Mich	(P) Cessna-182 (1958)	(O) $20,000 (12¢/mi; $3,000/yr)	News, traffic, farm, exec travel	Varies	Mgmt Conslt, Chf Engr, Anncr	Very little
WJBK Detroit	(H)	(L)	Traffic, news, sp events	10hrs/wk	No	Slight
WION Ionia, Mich	(P) Cessna-170 (Jan 1960)	(O) $6,000	News, sp events, pub & prom, sales, exec travel	——	Yes	——
WKLZ Kalamazoo, Mich	(P) Luscombe	(R) $50/hr	Pub & prom	——	No	——
KMHL Marshall, Minn	(P)	(R)	News	Frequent	Mgr	——
WCCO-TV Minneapolis	(P) Beechcraft Bonanza	(L) $20/hr	News, traffic, sp events, pub & prom, sales	4hrs/wk	Anncr, Slsman	Little
WTCN-TV Minneapolis-St. Paul	(H)	(L) $195/hr	Sp events, pub & prom, sales	——	——	——
WBKH Hattiesburg, Miss	(P) Beechcraft Bonanza-H35	(L) $528/mo; $21/hr	News, sp events, pub & prom, sales, exec travel	3hrs/wk	Pres, Gen Mgr	Slight
WJQS Jackson, Miss	(P) Cessna	(T)	News, farm	——	Newscstr	None
KWRT Boonville, Mo	(P) Ercoupe (P) Piper Tri-Pacer (1959)	(O) Ercoupe $2,000 used; Piper $9,000-plus	News, sp events	——	Sta Owner	Very little
KCMO-AM-TV Kansas City, Mo	(P) Cessna-172	(L) $85/hr	News, traffic, sp events	6hrs/wk	No	Considerable
WDAF-AM-TV Kansas City, Mo	(P) Cessna-150 (1959)	(T)	News	Varies	No	Very little
KNCM Moberly, Mo	(P) Piper Comanche (1957)	(O) $15,500 (8¢/mi)	News, traffic, farm, sp events, sales	1¾hrs/wk	Sta Owner	25% of time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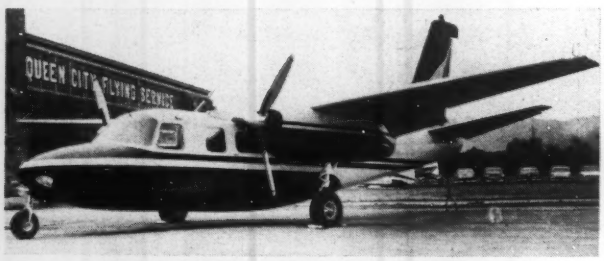
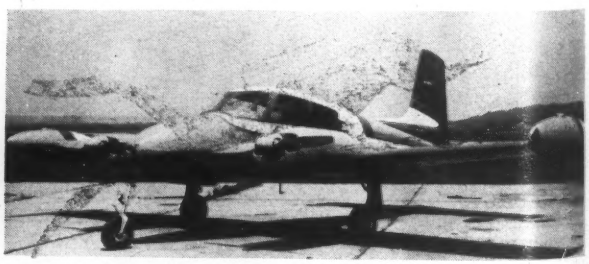
STATION AIRCRAFT CONTINUED

Station & City	(P) Plane, (H) Helicopter; Make; (Date acquired)	(O) Own, (L) Lease, (R) Rent, (T) Trade-out; Original cost, (Operating cost)	Uses	How much used (avg)	Pilot do other work at station?	Effect of weather
KFEQ-AM-TV St. Joseph, Mo	(P) Piper Apache Twin (April 1959)	(O) $40,000-plus ($16/hr)	News, traffic, farm, sp events, pub & prom, sales, exec travel, rescue	400-500 hrs/yr	Gen Mgr, Chf Engr	Not much
KWK St. Louis	(H) Bell Ranger (Oct 1959)	(L) $85/hr	News, traffic, sp events, pub & prom	15hrs/wk	No	Very seldom
KXOK St. Louis	(H)	(R)	Pub & prom	——	——	——
KOOK Billings, Mont	(P)	(R)	News	——	——	——
KXGN-AM-TV Glendive, Mont	(P) Beechcraft Bonanza (second plane) (1959)	(O) Mgr's own plane	News, sp events, pub & prom, sales, exec travel, rescue	2-5hrs/wk	Sta Mgr	None
KAWL York, Neb	(P) Mooney Mark 20A (Dec 1959)	(O) $19,320 ($8/hr)	News, pub & prom, sales, exec travel	2hrs/wk	Yes	50% in winter
KENO Las Vegas, Nev	(H) (April 1959) (Shares with KLRJ-TV)	(T) for adv time ($200/mo; $60/hr)	News, sp events, rescue	4hrs/wk	News Dir	Little
KLRJ-TV Las Vegas, Nev	(H) In cooperation with KENO (see above)					
KDOT Reno, Nev	(P) Piper Comanche (1959)	(O) $24,000 (10¢/mi)	Exec travel	——	Owner	Less than 5%
KOLO-TV Reno, Nev	(H) Bell (Nov 1959)	(L)	News, sp events, pub & prom, exec travel	Varies	No	Normal
KVER-TV Clovis, NM	(P) Cessna-195 (Sept 1959)	(T)	News, sp events	1hr/wk	No	None
KMGM Albuquerque	(P) Cessna Skylane (Oct 1959)	(T) ($15/hr)	News, sp events, pub & prom	2hrs/wk	News Dir	None
KOB-AM-TV Albuquerque	(P)	(R) Varies	News	——	No	——
WEBR Buffalo, NY	(H) Bell-47J (April 1959)	(L) $100/hr	News, traffic, sp events	10hrs/wk	No	Seldom
WHLI-AM-FM Hempstead, LI, NY	(H) Bell-47D	(L) Varies	News, traffic, sp events, pub & prom, rescue	10hrs/wk	No	Some
WFYI Garden City, LI, NY	(P) Piper Tri-Pacer (Dec 1959)	(L) $21/hr	News, traffic, sp events, pub & prom	14hrs/wk	No	Fly 80% of time
WINS New York	(P) Luscome float plane, Cessna-180 float plane (1958)	(L) $12-35/hr	News, emergency traffic, sp events	——	Engr	——
WHDL Olean, NY	(P) Piper Tri-Pacer	(L) $11/hr	News, sp events, pub & prom, sales	Varies	No	Very little
WLOS-TV Asheville, NC-Greenville & Spartanburg, SC	(H) Bell (Sept 1959)	(L)	Pub & prom	Varies	No	——
WRAL-TV Raleigh, NC	(P)	(R)	——	Occasionally	——	——
KEYZ Williston, ND	(P) Beechcraft Bonanza (third plane) (1955)	(O) $7,500 ($18/hr)	News, farm, sp events, pub & prom, sales, exec travel, rescue	4-5hrs/wk	Mgr	——
WCPO-TV Cincinnati	(H) (1957) (own landing strip)	(L)	News, sp events, pub & prom	Varies	No	Little
WKRC Cincinnati	(P) Cessna-310 (July 1955)	(O) $78,000 ($55/hr)	Pub & prom, sales, exec travel	8hrs/wk	Pres, Engr Dir	Moderate



Crosley's $160,000 Aero Commander

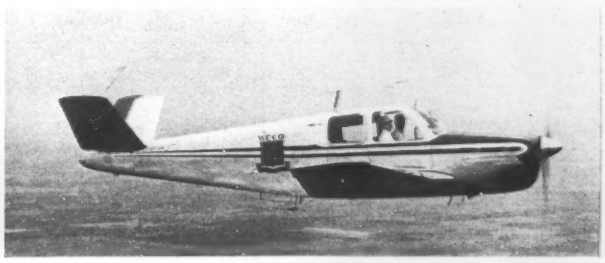


Taft's $78,000 Cessna-310

GROUP STATION OWNERS CAN AFFORD THE LUXURY MODELS

Station & City	(P) Plane, (H) Helicopter; Make; (Date acquired)	(O) Own, (L) Lease, (R) Rent, (T) Trade-out; Original cost, (Operating cost)	Uses	How much used (avg)	Pilot do other work at station?	Effect of weather
WERE Cleveland	(H) Bell-47H1 (Nov 1959)	(L) $80/hr	News, traffic, sp events, pub & prom, exec travel	10hrs/wk	No	Less than 5%
WBNS Columbus, Ohio	(P) Helio Courier (June 1959)	(L) $25/hr	News, traffic	10hrs/wk	——	Not extensively
WTOL-TV Toledo, Ohio	(P) (1958)	(L) special arrangement	News, farm, sp events, pub & prom, pub serv	Varies	No	Very little
WFMJ-TV Youngstown, Ohio	(P)	(T)	News, sp events	Varies	No	——
WHIZ-TV Zanesville, Ohio	(P) Cessna-172 (Aug 1959)	(O) $14,000 (10¢/mi)	News, sp events, sales exec travel	6hrs/wk	Sta Mgr	Fly 90% of time
KLTR Blackwell, Okla	(P) Stinson Station Wagon (1958)	(O) $3,300 (7¢/mi; $7/hr)	News, farm, sp events, pub & prom, exec travel	21hrs/mo	Mgr	Some
WKY-TV Oklahoma City	(P)	(R) $16-31/hr	News	4hrs/wk	No	Some
KAKC Tulsa, Okla	(P) Piper Tri-Pacer (June 1958)	(L)	News, traffic, sp events, pub & prom, exec travel	30hrs/wk	No	Very little
KFLY Corvallis, Ore	(P) Mooney	(L) $30/hr	News, sp events, pub & prom, sales	——	——	——
KUMA Pendleton, Ore	(P) Piper Tri-Pacer	(L) $14/hr	News, sales, exec travel	2hrs/wk	Mgr	Very little
WAEB Allentown, Pa	(P) Cessna Skylane (1956)	(L) $25/hr	News, traffic, sp events, pub & prom, exec travel, pub serv	——	Prog Dir	Occasionally
WFIL-AM-TV Philadelphia	(H) (own landing strip) (July 1958)	(L)	News, traffic, sp events	Varies	No	——
WIP Philadelphia	(P) Piper Comanche 180 (1959)	(T)	News, traffic, sp events	10hrs/wk	Prog Dir	10%
WPEN Philadelphia	(H) Bell-47H (1959)	(O) $30,000 ($65/hr)	News, traffic, sp events, pub & prom, pub serv	50hrs/wk	No	Some
WCAE Pittsburgh	(H) Bell (1960)	(L)	Traffic	5hrs/wk	No	——
WDAU-TV Scranton, Pa	(P) Piper Tri-Pacer (Jan 1959)	(L) $20/hr	News, sp events, pub & prom	4hrs/wk	No	Serious factor
WICE Providence, RI	(P) & (H)	(R) P-$20/hr; H-$60/hr	Sp events, sales, rescue	——	No	None
WPRO-TV Providence, RI	(P)	(R)	News	Occasionally	——	——
WCSC-AM-TV Charleston, SC	(P)	(R)	News, sp events, pub & prom, sales, exec travel	Regularly	——	——
WFBC-AM-TV Greenville, SC	(H) Bell (1959)	(L) $85/hr	News	——	No	Little
WORD Spartanburg, SC	(H) Bell (1959)	(L) $85/hr	News, traffic, sp events, pub & prom, pub serv	1hr/wk	No	Little
WSPA-AM-TV Spartanburg, SC	(P)	(R)	News	Occasionally	——	——
KXAB-TV Aberdeen, SD	(P) Cessna-175	(L) $16/hr	News, sp events, sales, exec travel	——	Yes	10%
WDXB Chattanooga, Tenn	(P)	(T) for time	News, sp events, pub & prom, rescue	——	No	Little
WDXN Clarksville, Tenn	(P) Cessna-175 (June 1958)	(L) $14/hr	Sp events, pub & prom, sales, exec travel	5-10hrs/wk	Sta Mgr	Rare
WENO Nashville, Tenn	(H) Bell	(R)	Sp events	——	——	——

WICC Bridgeport, Conn., leases at $55 an hour



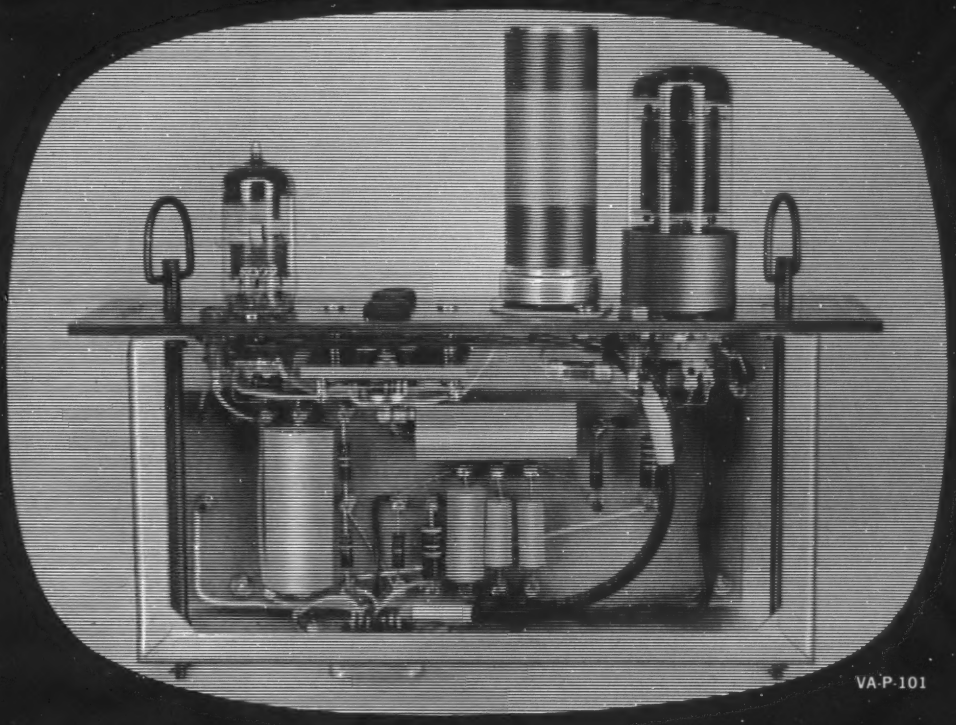
WCCO-TV Minneapolis leases at $20 an hour

OTHER POPULAR PLANES: $40,000 PIPER APACHE (l); $25,000 BEECHCRAFT BONANZA (r)

STATION AIRCRAFT CONTINUED

Station & City	(P) Plane, (H) Helicopter; Make; (Date acquired)	(O) Own, (L) Lease, (R) Rent, (T) Trade-out; Original cost, (Operating cost)	Uses	How much used (avg)	Pilot do other work at station?	Effect of weather
WLAC-TV Nashville, Tenn	(P) Cessna-Skylane (Feb 1959)	(L) $5,850/yr	News, sp events, pub & prom	5hrs/wk	Prod Mgr	10%
WSM-TV Nashville, Tenn	(H) & (P) (July 1959)	(T) air credit	News, sp events	Seldom	No	—
KVLF Alpine, Tex	(P)	(R)	News, rescue	Varies	Mgr	—
KBST Big Spring, Tex	(P) Piper Comanche (Oct 1959)	(L) $26/hr	News, farm, sp events, pub & prom, sales, exec travel, pub serv	10hrs/wk	Yes	Very little
KLIF Dallas	(P) Cessna-172	(L)	News, traffic, sp events	5hrs/wk	No	Very little
KROD-AM-TV El Paso, Tex	(P) Piper Comanche (April 1960)	(O)	News	—	—	—
KNUZ Houston	(H) Bell	(L) $150/hr	Sp events, rescue	—	No	—
KTRK-TV Houston	(P)	(R)	News	—	Newsman	—
KIUN Pecos, Tex.	(P) Cessna	(L) $23/hr	News, farm, sp events, pub & prom, sales, exec travel, pub serv	10hrs/wk	No	Very little
KWTX-AM-TV Waco, Tex	(P) Beechcraft Bonanza Twin (1957)	(O) ($3,600/yr)	News, sp events, pub & prom, sales, exec travel, pub serv	25hrs/wk	Yes	Normal
KVNU Logan, Utah	(P)	(R)	—	—	—	—
WMEK Chase City, Va	(P) Piper Super Cruiser	(R)	News, farm	Seldom	—	—
WPRW Manassas, Va	(P) Piper Tri-Pacer (1957)	Flying club ($9/hr)	Sp events, pub & prom, sales, exec travel	8hrs/wk	Pres	Little
WGH Newport News, Va	(H) Bell (Oct 1959)	(O)	News, traffic, sp events, pub & prom, sales	6hrs/wk	—	20%
WBOF Virginia Beach, Va	(P) Piper Tri-Pacer (Nov 1958)	(L) $16/hr	News, sp events, pub & prom, sales, exec travel	6hrs/wk	Mgr, Treas	Seldom
KBKW Aberdeen, Wash	(P) Cessna-172 (Mar 1959)	(L) $155/mo; $10/hr	News, traffic, sp events, pub & prom, rescue	5hrs/wk	No	3mo/yr
KFHA Lakewood, Wash	(P) Piper Tri-Pacer (May 1959)	(O) $10,000 ($2,000/yr)	News, farm, sp events, pub & prom, exec travel	5hrs/wk	Mgr	50%
KING-AM-TV Seattle	(H) Bell (own heliport)	(L) $100/hr	News, sp events, pub & prom, sales, exec travel, pub serv	Varies	No	None
KOL Seattle	(H) & (P) (own heliport)	(R)	News, sp events, pub & prom	Varies	No	—
WHMS Charleston, WVa	(P)	(T)	—	—	—	—
WJPB-TV Fairmont, WVa	(P) Piper Cub (1958)	(O) $4,900 ($10/hr)	News, sp events, pub & prom, sales, exec travel, pub serv	5hrs/wk	Pres	Some
WTAP-TV Parkersburg, WVa	(P) Cessna-172 (1959)	(O) In conjunction with WHIZ-TV Zanesville, Ohio	—	—	—	—
WELC Welch, WVa	(P) Piper Tri-Pacer (Jan 1960)	(O) $4,750 ($12-15/hr)	News, sp events, pub & prom	Varies	Mgr	—
WBAY-TV Green Bay, Wis	(P) (1959)	(T)	News, farm, sp events, pub & prom	4hrs/wk	Newsmen (2)	Very little
WKTY La Crosse, Wis	(P) Piper Tri-Pacer (1958)	(R) $6/hr	News, sp events, exec travel	1hr/wk	News Dir	10%
CJLH-TV Lethbridge, Alberta, Canada	(P) Cessna	Flying club	News	—	Yes	—
CJDC-AM-TV Dawson Creek, BC, Canada	(P) Bellanca Cruisair (1959)	(O) $5,000 ($9.80/hr)	News, farm, sp events, pub & prom, sales, exec travel	6-10hrs/wk	Newsman	—
CHCH-TV Hamilton, Ont, Canada	(P) & (H)	(R)	News	Occasionally	No	—
CBFT(TV)-CBMT(TV) Montreal, Que, Canada	(P) & (H)	(R)	News	Occasionally	—	—

New Daven video distribution equipment



VA-P-101

Greatest versatility for color or black-and-white!

- More outputs in less rack space
- Greatest selection to meet specific needs
- More flexibility for every possible application

Greatest versatility, combined with very low differential phase and gain, plus extremely wide band width, offers the optimum solution to all of your video distribution problems.

Plug-in Video Amplifier Specifications

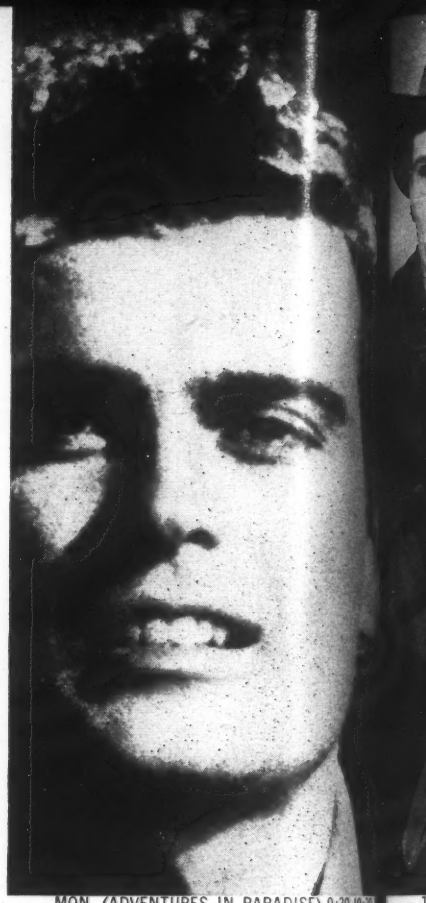
Type	Description	Nominal Gain	Nominal Input Level	No. of Outputs	Bandwidth	Diff. Gain At 1V. Out	Diff. Phase At 1V. Out	Approx. B+ Drain
VA-P-101	1 in/1 out Video Dist. Amp.	Unity	1 Volt	1	Flat ±2% to at least 8.0mc	0.7% max	0.35° max	50 ma
VA-P-102	Sync Adder for VA-P-101 or VA-P-103 Amps.	—	4 Volts	1 to 7	—	—	—	30 ma
VA-P-103	1 in/1 out Video Dist. Amp.	+3db	0.7 Volt	1	Flat ±2% to at least 8.0mc	0.7% max	0.35° max	60 ma
VA-P-201-0	1 in/3 out Video Dist. Amp.	Unity	1 Volt	3	Flat ±2% to at least 8.0mc	0.7% max	0.35° max	125 ma
VA-P-201-3	1 in/3 out Video Dist. Amp.	+3db	0.7 Volt	3	Flat ±2% to at least 8.0mc	0.7% max	0.35° max	125 ma
VA-P-201-6	1 in/3 out Video Dist. Amp.	+6db	0.5 Volt	3	Flat ±2% to at least 8.0mc	0.7% max	0.35° max	125 ma
VA-P-202	Sync Adder for VA-P-201 Amps.	—	4 Volts	1 to 3	—	—	—	30 ma
VA-S-101	Mounting Shelf, to accommodate VA-P-101, VA-P-102 and VA-P-103 amplifiers. Requires 8¾ inches of rack height.							
VA-S-201	Mounting Shelf, to accommodate VA-P-201 and VA-P-202 amplifiers. Requires 8¾ inches of rack height.							

Most units are also available as "bathtub" rack mounted chassis.

Write today for new 4-page technical bulletin on Daven video equipment for color and black-and-white.

THE DAVEN CO. LIVINGSTON NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN ⓓ STANDS FOR DEPENDABILITY



MON. (ADVENTURES IN PARADISE) 9:30-10:30

PICK AN HOUR FROM 9 TO 10

YOU'LL BE PICKING THE KIND OF PRIME-TIME PROGRAMMING THAT MAKES ABC-TV AVERAGE OUT FIRST*

FRI. (77 SUNSET STRIP) 9-10 PM

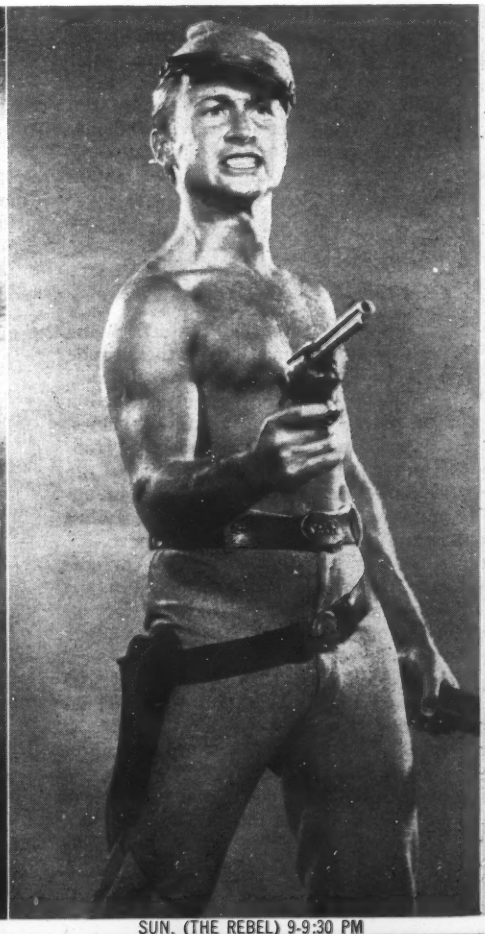
SOURCE: NIELSEN 24-MARKET TV REPORT, WEEK ENDING APRIL 10, ALL SEVEN NIGHTS 8-10:30 PM, NYT.
*9-10:00 PM †PROGRAM'S TIME PERIOD 8-10:30 PM

TUES. (RIFLEMAN) 9-9:30 PM

WED. (HAWAIIAN EYE) 9-10 PM

THURS. (THE UNTOUCHABLES) 9:30-10:30 PM

(LAWRENCE WELK'S DANCING PARTY) 9-10 PM



SUN. (THE REBEL) 9-9:30 PM

AND IT'S THE SAME KIND OF PROGRAMMING THAT MADE THESE ABC SHOWS FIRST!

MAVERICK
LAWMAN
WYATT EARP
REAL McCOYS
ROBERT TAYLOR STARRING IN THE DETECTIVES
WALT DISNEY PRESENTS

abc

ABC TELEVISION

AIRCRAFT IN PROMOTION

They've dropped everything but bombs to attract attention and win audiences

What goes up must come down.

It may not necessarily be a law of Newton, but it is a formula that works wonders—and sometimes a headache, too—for station promotion managers with a yen for using their planes and helicopters for scattering things among the population below. Things like "flying (paper) saucers," Ping Pong balls, balloons, leaflets, bottles (over water) and pictures. Usually they contain some sort of gift certificate or other prize.

But before attempting such a promotion, stations should be sure to check local ordinances. Occasionally a station forgets, to its subsequent regret.

KFMB San Diego used its leased 'copter recently for a successful Ping Pong ball drop over a new housing development which was being heavily advertised on KFMB-FM. The balls contained certificates worth up to $500 on a house purchase. Some 5,000 balls were dropped, five worth $500, others for lesser sums and prizes such as landscaping, lawn sprinkling systems, etc. Four finders of the $500 balls bought on the spot houses worth $21,000-25,000. Eight others signed later. The promotion turned out 2,000 people to inspect the homes.

WEDR Birmingham, Ala., which leases a Piper Cub ($16 per hour), dropped 4,000 pictures with gift certificates over four local high schools to promote a disc jockey.

'Feud' in Illinois ■ WRAM Monmouth, Ill., which rents a Piper Tri-Pacer ($10-12 per hour), "has been feuding with the city administration for some time on many fronts. In a recent promotion, the WRAM plane figured prominently in the act as it was to drop leaflets over the city and subsequently on other cities in the area."

Warned in advance by the mayor not to proceed, WRAM made the drop anyway and the station manager was arrested for "littering the sidewalks." He protested he couldn't have done it since he was on the ground. The police then searched in vain for the plane and pilot. The charge against the manager was then changed to "caused to have another litter the sidewalks and streets' and other cities joined in the attack.

The jury trial that followed found the manager "not guilty" on the ground that the certificates dropped were things of value and were picked up as fast as they were found. WRAM then made drops on a few other towns "but wished it hadn't and refuses to ever have another air drop. The certificates were so wind blown they fell everywhere except where the people were." WRAM's conclusion:

"Best publicity stunt ever pulled, but never again."

Saturation ■ KUZN West Monroe, La., used its leased Cessna-180 to drop paper plate "flying saucers" to promote a supermarket. Of the 5,000 dropped, 4,700 were brought to the market to claim small prizes.

WCME Brunswick, Maine, did a "flying saucer" drop too last summer and the publicity and revenue were said to be "tremendous." Only certain numbered saucers in this drop entitled finders to gifts of Pepsi-Cola and Circus Time potato chips.

WMEX Boston made a balloon drop over that city. The balloons bore cards good for prizes and cash. The station also does leaflet drops over cities having no ordinances.

KOL Seattle has an annual promotion involving the drop of "booty bottles" filled with merchandise certificates. Some 1,300 of these plastic eight-ounce flasks, containing station call letters and insignia, are dropped in the water areas around Seattle. "Since these bottles are distributed at the rate of 100 per day, we have found aircraft the only feasible and certainly the most economical method of doing so," the station reported.

The safety factor: personal equation

The safety factor in business flying depends in large measure on the attitude of those doing the flying. Realizing this, KTRK-TV Houston has established a firm policy governing its use of planes.

The station regularly charters from Guinn Flying Service and feels that the airplane "has expanded its area of operations for major stories to the fullest extent of its signal area and beyond." Now it means that a reporter-cameraman can fly a couple hundred miles, return and get out on another story in less time than formerly it took to cover the first story, KTRK-TV said.

Under KTRK-TV's safety policy, the first consideration is the story and its location. Once a "cover" decision is made, the choice of transportation comes next and the time element becomes a factor—both in getting to the story and getting the film back. Even when it's considered advantageous to fly, several other factors must be taken into account.

No Short Cuts ■ Weather must be vfr (visual flying regulations) "on both ends" of the trip, KTRK-TV said, "and forecast for vfr in the time period the return trip will be made before the decision to fly." If the weather or forecast is ifr (instrument flying regulations), the story must be important enough and the time element critical enough to warrant the effort and "an instrument pilot is carried as a safety measure to insure getting back into Houston."

The station has a standing rule that under no circumstances will flying short cuts of any kind be allowed which would involve violation of FAA rules or endanger life, limb or property. Accessibility of landing facilities and ground transportation are vital factors. "Cow pastures are for cows, not aircraft," KTRK-TV said. "Only chartered landing strips are used."

No flight is ever made "where the pilot must also shoot the camera while attempting to fly the plane," KTRK-TV said. "We will admit that it can be done, but in doing so, one function or the other does not get the required attention to properly accomplish the job with utmost safety and turn in a film clip of professional quality."

Safety was an important factor considered by KEYZ Williston, N.D., when it began business flying in 1955 (now owns its third plane) to cover its retail business area which has a radius of 100 miles. Station has a second studio in Crosby, N.D., 70 miles away. Chuck Scofield, general manager-pilot, said "modern navigation equipment and instruments make today's business flying safe and practical. The KEYZ Beechcraft Bonanza flies out of Williston 12 months a year and affords armchair comfort coupled with speed up to three miles a minute."

WDXN Clarksville, Tenn., rents a Cessna-175 five to 10 hours a week for "utility, speed, convenience and above all safety." WDXN notes statistics show approximately seven fatalities per 100 million miles on the highway to about one per 100 million miles in the air in business flying.

Accidents ■ There were two major crashes of aircraft last year, neither involving serious personal damage. WPEN Philadelphia in August suffered $25,000 damage to its traffic-copter and a plane was used to continue air traffic reports until another helicopter could be obtained (BROADCASTING, Aug. 24, 1959).

Earlier in the year, Jay Crouse, assistant director of news for WHAS-AM-TV Louisville, was flying in a private plane to Harlan, Ky., to film a strike

story for the daily tv newsreel. Coming in for landing on the municipal "cow pasture" airport, WHAS said, the plane hit a ditch, sheared off its landing gear and flipped over into a $19,000 total wreck. A companion newspaper photographer and Mr. Crouse suffered some injuries, but Mr. Crouse was able to get his story. Camera and Minitape were damaged considerably, but still worked. The pilot, "a good ducker," was unhurt.

KXGN-AM-TV Glendive, Mont., reported its first plane nosed up on a down-wind landing after dark and was damaged, but it was repaired and sold. Neither of the two planes owned since then have been in accidents. KXGN now flies a 1947 Beechcraft Bonanza. WGN Chicago's traffic-copter has suffered "a couple of minor" accidents in forced landings. KDMS El Dorado, Ark.'s Piper Tri-Pacer suffered minor damage when it nosed over while taxiing on an unfamiliar sod strip.

Getting the news aided with aircraft

Stories of how aircraft helped radio-tv stations get news "scoops" or unique news coverage advantages are too numerous to detail. Some stations, like WDAF-AM-TV Kansas City, find they can cover the multiple small communities in their area much more effectively and that these cities "are delighted when we sweep in from the skies to cover happenings in their town. Often as not there's someone waiting to volunteer car and chauffeur service to help our crew get to the scene and back."

Others, like KNOE-AM-TV Monroe, La., find that by flying newsmen to cover outlying stories "minimizes the use of stringers," and like KXGN-AM-TV Glendive, Mont., has helped identify the station "prominently" as a "news station"—with resulting increase in cooperation from news sources in obtaining the news.

Still others can relate the typical hair-breadth news break made possible to WCCO-TV Minneapolis through use of its regularly-chartered Beechcraft Bonanza. Recently there was a major court trial of wide interest at Austin, Minn. The station's two pilots, announcer Sherm Booen and salesman Wally Green, waited at the courtroom with the news director and cameramen until 8:30 p.m. on the day the verdict was expected.

Deadline ■ They couldn't wait longer because any break after that time was considered impossible to film and get back to Minneapolis in time for the 10 p.m. news that night. Reluctantly the pilots left. The news director remained.

At 8:40 p.m. at the airport the pilots rechecked by phone and learned the jury was just returning. Mr. Booen warmed the plane as Mr. Green raced by cab back to court, arriving at 8:50 p.m. At 8:55 the jury gave its verdict and the WCCO-TV men went into action. By court rule they could not film the actual verdict, but were allowed to film in the court immediately thereafter. Narration of the verdict by the announcer was done in the hallway on a sound-on-film camera and in the court, by silent film, the reaction of the plaintiff, jury, judge and attorneys was recorded. At 9 p.m. the news director raced back to the airport with the films.

With the plane in the air at 9:10, the news director called Minneapolis and had landing clearance set up. At 9:40 the plane touched down adjacent to a WCCO-TV news car which rushed five miles to the station. The films were prepared for processing en route. At 9:52 the film went into the processing tank. The court scene, shot less than 1¼ hours earlier at a city 100 miles south, went into the news show at 10:10 p.m. as had been planned.

In orbit for SERVICE

As modern as satellites, and as old fashioned as buggy whips—the sound formula of service plus a sincere desire to satisfy. These and other reasons have made the Bahakel Broadcasting Stations rocket to the top in nearly every market area:

Your campaign will climb to the stars when your selection includes the Bahakel Broadcasting Stations. Let us orbit for you, and prove that service is what built our stations.

C. N. Bahakel Broadcasting Stations

Executive Offices: Post Office Box 1030, Roanoke, Virginia

The stations that SERVICE built

The Media *continued from page 50*

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ KVOY Yuma, Ariz.: Sold by Bill Lindsey and associates to Colonial Broadcasting Corp. for $186,000. Colonial comprises Clifford Botway, Ogilvy, Benson & Mather, New York; Robert F. Adams, WABC-TV New York; Budd Getschal, New York businessman and John R. Williams, KVOY program director. Mr. Williams, who transfers his 16⅔% ownership to new corporation, will remain as general manager. KVOY is 250 w on 1400 kc. Transaction was handled by Wilt Gunzendorfer & Assoc.

■ WFBS Fort Walton Beach, Fla. by H. French Brown Sr. and associates to Smith Radio Inc. for $100,000. Smith Radio is controlled by M. D. Smith III and also has interests in WAAY Huntsville, Ala., and WJIG Tullahoma, Tenn. WFBS is 1 kw daytimer on 950 kc. Broker was Paul H. Chapman Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 102).*

■ WRDW-TV Augusta, Ga.: Sold by Southeastern Newspapers to Friendly Group (Jack N. Berkman, president) for $1,575,000. Commissioner Robert T. Bartley dissented.

The Friendly stations are WSTV-AM-FM-TV Steubenville, Ohio; WPIT Pittsburgh, Pa.; KODE-AM-FM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg and WPAR and WAAM (FM) Parkersburg, both West Virginia; KMLB-AM-FM Monroe, La.; WSOL Tampa, Fla.; WHTO-TV Atlantic City, N.J., and 30% of WRGP (TV) Chattanooga, Tenn.

■ WSBS Great Barrington, Mass.: Sold by John Parsons, James Miller and Dorothy Crane to WSBS-The Berkshires Inc. (J. Leo Dowd, president) for $115,175. Mr. Dowd is a marketing consultant and was formerly sales director for International Silver.

■ WCBG Chambersburg, Pa.: Sold by James R. Reese Jr. to Norman E. Messner, Samuel Youse, John H. Norris and Lester Grenewalt, 25% each, for $80,000 paid to Mr. Reese for his 80% interest. Messrs. Youse, Norris and Grenewalt are owners of WGSA Ephrata, Pa., and WABW Annapolis, Md. Mr. Messner held 20% interest in WCBG before sale.

MIDWEST ***$450,000***

Fulltime facility in a top 25 market. One of the best radio markets in the U.S. Had excellent cash flow last year. Terms for buyer with good security.

MIDDLE ATLANTIC ***$330,000***

Fulltimer in top 50 market. In the black and steadily improving. $75,000 cash and favorable terms.

CALIFORNIA ***$250,000***

Fulltime station in attractive coastal market with growth industries. Will pay for itself easily with present cash flow. 29% down and good terms.

NEGOTIATIONS • FINANCING • APPRAISALS

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James W. Blackburn
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Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

AB-PT's net earnings up 44% last year

Improved business for the ABC Broadcasting Division is the primary reason for the record high earnings of American Broadcasting - Paramount Theatres Inc., Leonard Goldenson announced last week in a report to stockholders.

Estimated net operating earnings for AB-PT rose by 44% during the 1960 quarter to $3,336,000 (80 cents a share), as compared with $2,313,000 (54 cents a share) for the corresponding 1959 period.

"In broadcasting," Mr. Goldenson observed, "The ABC television network continued to maintain the strong competitive position, in terms of program acceptance and audience circulation, that it achieved during the past year. This growth and the attendant advertiser support was refletced in an increase of approximately 20% in gross time sales in the first quarter over the like period of last year."

He reported that overall results of other AB-PT operations, including theatres, "were also ahead."

AB-PT last week also announced its stockholders meeting May 17 in New York. The proxy statement announcing the meeting noted remuneration to top officers on the company in fiscal 1959. Of note: President Goldenson drew $181,000 (including a $25,000 expense allowance plus options on 50,000 shares), James G. Riddell, a vice president of the ABC division drew $65,000 (plus options on 3,000 shares) and Simon B. Siegal, financial vice president of AB-PT drew $72,478 (plus options on 15,000 shares). A new nominee to the AB-PT board is Oliver Treyz, president of ABC-TV.

DeGray honored

ABC Radio Affiliates Advisory Board and executives of eight affiliated stations last week passed a resolution honoring former ABC Radio President Edward DeGray, who resigned recently (see BROADCASTING, April 18). The tribute stated that Mr. DeGray "has greatly strengthened the ABC radio network and brought it to an improved position from which programming services to affiliates can be expanded." It further said that he "has been attentive to the needs of the network, the affiliates, the advertisers and the listening public," and praised him for "diligent and conscientious application."

CBS' THREE RING CIRCUS

Paley, Stanton give stockholder report despite heckling from a few dissidents

CBS Inc.'s management pulled through more than a two-hour stockholders' ordeal last week, heckled but confident that stockholders support the company's past performance and join in expectations of a prosperous future.

Officially CBS Board Chairman William S. Paley and President Frank Stanton could report progress and upcoming plans. But the proceeding tired as the day's agenda was completed under duress. The CBS studio on 52nd St. in New York took on a show-like atmosphere as a few stockholders applied pressure ("harassment" was the work from the podium) by peppering Mr. Paley and Dr. Stanton with critical questions, harangues and the like.

The fireworks elicited comments from Mr. Paley that tactics of this sort over the past three or four years have "come to the point where we dread these meetings." He said certain stockholders (Barney Young, a music publisher, and Gloria Parker, performer-songwriter) hoped by "continual harassment" to force a settlement in pending lawsuits against the network. He asserted that they could not expect "one penny from us except through the courts." Miss Parker and Mr. Young failed to pick up stockholder support. Upon the suggestion of attorney Bruce Bromley (who has handled some legal business for CBS) that they be evicted, the audience joined in thunderous assent. (The threat apparently was effective in quelling anger for a while.)

CBS' STANTON & PALEY
We dread these meetings

Aside from the stir evoked from the floor, a newsy report was delivered by Dr. Stanton, stockholders approved three management proposals and elected the slate of directors.

Among highlights of Dr. Stanton's report:

CBS' net sales and income last year were the highest in the company's history. He indicated that earnings for the first quarter of 1960 were slightly lower than last year with its profit of over $7 million (87 cents a share). But he said he expects 1960 as a whole will show sales and earnings above last year.

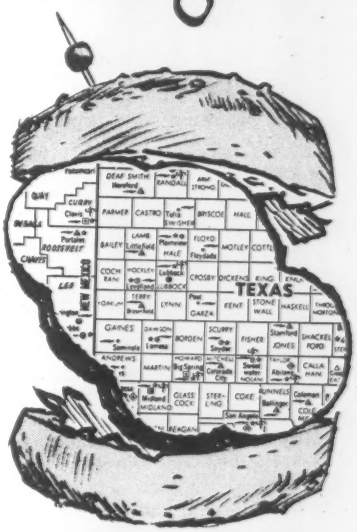
Children's Classics ■ A better balance in CBS-TV programming is planned for the fall season along with new standards for commercials. Nighttime news and informational programming will be expanded (see public affairs story, page 31) and a new evening series with 12-16 hours of children's programming will be slotted in the 7:30-8:30 p.m. period. It will deal with children's classics. (The series will be produced by CBS and Talent Assoc., with each classic told in two hours, one hour programmed on one evening and the second in the next evening and in the same time period.

This year is proving to be one of the "most productive" for the CBS News Division. In addition to describing coverage plans of an election year, Dr. Stanton observed the equal time amendment of Sec. 315 still does not go far enough to permit political debates. (The CBS president received a Peabody award last week for his leadership.)

CBS-TV Stations Div., he said, is continuing a "strong growth trend" in this first quarter. CBS Radio's fourth quarter 1959 and first quarter 1960 "have justified our confidence," Dr. Stanton reported. He added that its Program Consolidation Plan (PCP) has placed the network on a much sounder financial basis."

In reviewing changes inaugurated since the quiz-payola crisis broke, Dr. Stanton said CBS-TV eliminated its big money quiz programs after a network investigation revealed quiz rigging could not be prevented with "absolute certainty." He stressed that CBS has developed a "comprehensive" policy on tv production practices and techniques; that new standards and practices have been set for the radio and news divisions and new tv commercial

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

standards have been adopted.

Government Threat ■ In the past 15 months, Dr. Stanton asserted, CBS' management spent a "great deal of time and energy on administrative and legislative proposals and hearings. But, he warned, "There is an increasing and, in our opinion, an extremely dangerous drive for increased government intrustion in programming, either through network licensing or through other means."

Stockholders approved changes in the pension plan for CBS employes designed to establish larger retirement benfits but reduce termination and death benefits. Also approved was a new employe stock purchase plan to allow employes to buy CBS stock.

Cleanup ■ It appeared at times that matters would get completely out of hand despite Mr. Paley's firm grip on proceedings. Aside from the heckling of Miss Parker and Mr. Young, Wilma Soss, president of Women Federated Shareholders, clothed in apron and holding mop, pail and scrub brush told the chair: "In the 32nd year [of CBS' history] and in the year of payola" that it will not be the government "but the stockholders who will help Dr. Stanton clean up."

At one point, Mr. Paley, whose patience was being tried, asked for a vote to call Miss Parker out of order. His request was approved in a roar of assent. Miss Parker, nominated by Mr. Young for a position on the board, "accepted" the nomination by reading lengthy quotes from newspaper articles and columns dealing with quiz-payola and CBS' affairs. Miss Parker received 117 votes (Mr. Young owns 111 shares, Miss Parker one share).

Mr. Young attacked a New York Supreme Court decision denying him the right to examine CBS stock books and complained about the sale of CBS' interest in Broadcast Music Inc.

How all networks will air candidates

All three tv networks are prepared to telecast discussion programs this fall in which the major presidential candidates could appear. But these problems exist: (1) how to format the programs and stay outside the equal time framework of Sec. 315 and (2) the uncertainty of what the candidates themselves will agree to.

NBC plans news interviews in prime time (story page 79), CBS has available the Westinghouse-sponsored series of nine pre-election program (tentatively Friday, 9:30-10 p.m.), and ABC has budgeted a 13-week series of pre-election half-hours, *Campaign Roundup*, some to appear in prime time.

All three lean toward discussion (news interviews the most likely) since debates would be open to question under the equal time provisions of the political broadcasting section (315) of the Communications Act. At issue is interpretation of that part of the revision enacted by Congress that obligates a broadcaster "to afford reasonable opportunity for the discussion of conflicting views of public importance" (including newscasts, news interviews, documentaries or on-the-spot coverage of news events).

In the West Virginia primary situation: all networks have offered time to Sens. Kennedy and Humphrey for their debate, but none has received firm acceptances. This debate presents a unique chance for broadcast. The only race involved is that for the Democratic presidential preference in the one state, and the networks feel they can air the Humphrey-Kennedy debate without risking equal time requirements for other candidates in other races.

Salant hits blaming newspapers for trouble

Broadcasters are making "real progress" in the quality of their programming but are slowing down the pace when they blame their troubles on newspaper and magazine handling of the medium's troubles, according to Richard S. Salant, CBS Inc. vice president.

Addressing the Arizona Broadcasters Assn. at Tucson April 22, Mr. Salant observed, "There has been a good story in the troubles of broadcasting and the press has reported it with the same relish that some of the papers have devoted to the troubles of Dr. Finch and Carol Tregoff.

He criticized "shotgun marriages" for broadcasters, leading to a federal program director or a government program commission or even a citizens' advisory committee. Referring directly to the proposal of ex-Senator William Benton for a citizens group, he observed, "I can't quite figure out why a dozen of Mr. Benton's friends are the public but 2,000 people like you and me are slobs." He added, "The programming dictator or adviser is bound to program what he likes or, more likely, what he decides the people ought to like. If there's any more undemocratic concept in the field of communications, I've been unable to think of it."

Two CBS newsmen kicked out of Cuba

It is the firm contention of CBS reporter Dick Bate that "there is nothing short of chaos" in Cuba, a belief brought bitterly home to both him and CBS cameraman Mario Biasetti last week after they were arrested, jailed and expelled from the country.

Their trouble in Cuba started last Monday (April 18), the day after Mr. Bate reported from Havana that Cuban Prime Minister Fidel Castro would like a face-to-face meeting with either President Eisenhower or Secretary of State Christian Herter.

The newsmen said that several hours after the newscast they were arrested by secret police in their Havana hotel room and taken to police headquarters where they were held incommunicado for 30 hours. After several false starts, Mr. Bate said Thursday, they were put aboard a plane which arrived in Miami a little after 9 p.m. Wednesday.

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NBC TRIES FOR GREAT DEBATE

Sarnoff tells tv plans for campaigners; blasts government 'tampering' as hazard

NBC-TV last week tried for a double-play in this election year. As announced by Board Chairman Robert W. Sarnoff in New York last week:

The network has wired an offer to campaigners John F. Kennedy and Hubert H. Humphrey, both seeking the Democratic nomination, to appear in a debate telecast at a time and date to be chosen.

NBC-TV plans also, said Mr. Sarnoff, to invite the two convention-selected major candidates for President to appear on an expanded *Meet the Press* that would be rescheduled. The hour-long *World Wide 60* (Saturdays, 9:30 P.M.) would be pre-empted to handle *Meet the Press*.

The Presidential candidates would appear in six shows. In these, they would have equal chance to reply to questions put to them by a newsmen panel. One program in the series would be devoted to a session with the vice presidential candidates and another to the minor candidates for president. Mr. Sarnoff contrasted the NBC plan with proposed legislation to compel broadcasters to give at least eight hours of free evening time to the two major presidential nominees. Mr. Sarnoff announced the NBC plans at a luncheon meeting Thursday of the Academy of Television Arts & Sciences in New York.

New allies

NBC's Bob Sarnoff sees some wry paradoxes in the battle lines which have formed around the "tv crisis." In an aside during his address last week before the ATAS in New York he observed that "The popular pastime of deploring television has made some strange bedfellows: David Susskind and Jack O'Brian, Walter Winchell and Walter Lippmann, James Hoffa and the Attorney General of the United States, Henry Luce and Clare."

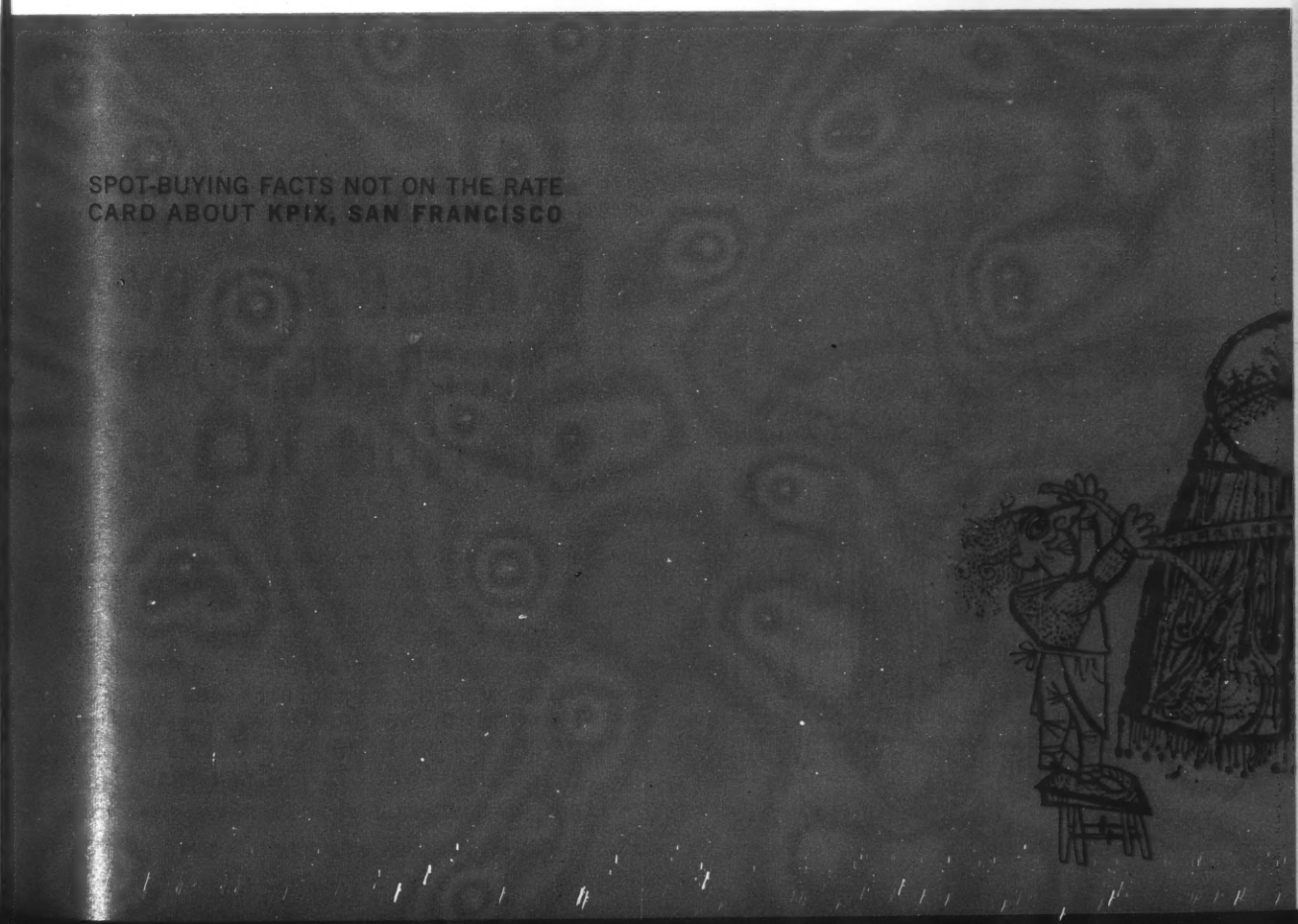
He attacked the bill pending in Congress as government dictation as opposed to a broadcaster's "exercise of his own judgment as to how the candidates can be presented most effectively." Mr. Sarnoff said it would not be the airwaves that would be expropriated under the proposed legislation but an enterprise-created service that did not exist before and was developed through business risk.

The Hazard ■ Mr. Sarnoff asserted: "When the government can tell a broadcaster that he must carry a certain program, or a publisher that he must print a certain story, it is as much a curb on free expression as when the government tells them what not to print or to broadcast."

The threat of government "tampering" with program content was described by Mr. Sarnoff as "the chief hazard before us."

NBC-TV would originate the Kennedy-Humphrey telecast at its basic affiliate WTRF-TV Wheeling, W.Va., which last week said it would program a debate between the two candidates.

The matter came to a head in West Virginia where both men were campaigning for the primary election. The station offered the senators a half-hour in prime evening time before the May 10 primary. Sen. Humphrey already has approved May 5, tentatively.



Educators to study broadcasting's role

The role of broadcasting in the national scene will be subjected to the scrutiny of educators and industry leaders at the 30th Institute for Education by Radio & Television, to be held May 4-7 at the Deshler Hilton, Columbus, under auspices of Ohio State U. I. Keith Tyler, of the university, is institute director.

Taking the theme "Freedom and Responsibility in Broadcasting," the institute will hear Ralph McGill, *Atlanta Constitution* syndicate writer, deliver the keynote talk.

Clair R. McCollough, Steinman Stations and chairman of NAB's Tv Information Committee, will preside at a freedom - responsibility discussion. Participating will be Robert F. Foreman, executive vice president, BBDO; William G. Harley, past president, National Assn. of Educational Broadcasters, and Gilbert Seldes, director, Annenberg School of Communications, U. of Pennsylvania.

FCC Chairman Frederick W. Ford will take part in a panel on "Laws, Codes or Czars?" Others will be Leonard Marks, communications lawyer; Mildred E. Brady, editorial director for *Consumer Report*, and E.K. Hartenbower, KCMO-TV Kansas City, making his first public appearance since becoming chairman of the NAB Tv Code Review Board.

A radio programming discussion will follow a presentation by Matthew J. Culligan, general corporate executive, McCann-Erickson. Among scheduled participants in the program, which will include closed-circuit tieups in New York, will be Marion Harper Jr., McCann-Erickson board chairman; Corey Thompson, spokesman for Canadian radio, and Robert H. Armstrong, of Detroit, representing Listeners' Lobby, Inc.

'Rocky' gives in

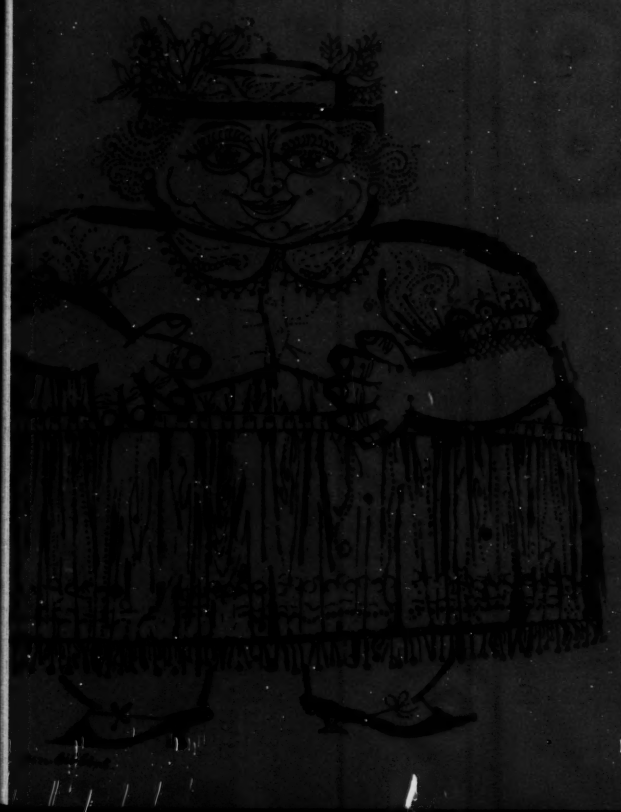
New York's Gov. Nelson Rockefeller last week reversed his policy of separate news conferences for print and broadcast media. Pennsylvania and New York broadcasters covered the April 20 Williamsport, Pa., session simultaneously with newspapers. Later it was reported that the governor still prefers separate conferences but "decided not to fight it any longer." Networks had declared a tape-film boycott of Rockefeller news conferences, and local broadcast newsmen on the Williamsport assignment were prepared to walk out if the governor did not allow simultaneous coverage.

Newspaper ads up

National advertising in daily and Sunday newspapers reached an all-time high of $772,905,000 for space in 1959, the Bureau of Advertising of the American Newspaper Publishers Assn. reported last week.

With the addition of the usual production factor of 6.9 percent, the Bureau said, the actual expenditure figure is $826,235,000, an increase of 7.5 percent of 1958. The figure, based on actual measurements of linage in newspapers, was compiled for the Bureau by Media Records Inc. (The Bureau of Advertising noted that according to McCann-Erickson, total advertising, including retail and classified, amounted to about $3,517,000,000 in 1959).

A booklet, listing all national advertisers calculated to have invested $25,000 or more in newspapers in 1959, will be made available to advertisers and agencies on request to any of the five Bureau of Advertising offices in New York, Chicago, Detroit, San Francisco and Los Angeles.



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WHY DID 3M BUY AILING MUTUAL?

Company becomes sixth owner in three years, Hurleigh stays

The giant Minnesota Mining & Mfg. Co. purchased the Mutual radio network last week (CLOSED CIRCUIT, April 18). It became the network's sixth owner in three years.

Although 3M had been expected to purchase a 25% interest in Mutual for some time, the decision to take over the entire package came as a surprise. The deal raised two major questions: Why does 3M want a piece of the ailing radio network business? And why did the McCarthy - Ferguson group, which had seemed the most content of the owners who had held Mutual in the past few years, decide to drop out?

The official explanations:

Mutual, which came through bankruptcy after the McCarthy - Ferguson group took over last fall has reduced its losses to $25,000 a month. President Robert Hurleigh (who remains under the 3M ownership) says break-even can be achieved by September. The only major obstacle between Mutual and profit, according to Mr. Hurleigh, is advertiser reluctance to believe that the network will be around next week, or next month, or at the end of the year. With the 3M reputation, and bankroll, behind it, Mr. Hurleigh is convinced the advertisers will buy.

"I've missed four or five good accounts in the past month because advertisers weren't sure of us," Mr. Hurleigh says. "If I can get just 50% of that money we can break even."

3M President Buetow (l.) & MBS President Hurleigh start a new regime

Why They Sold ■ The McCarthy-Ferguson group reportedly put $1.5 million in the network since it took over. It's understood they felt it would be necessary to put at least another half million into it before seeing the first profit, and that the best they could hope for would be a quarter-million in profit in 1961. At that rate it would take too long to get back the original investment, and they had others needs for capital in the meantime. So they decided to sell.

Herbert P. Buetow, 3M president, to whom Mr. Hurleigh will report, had still another reason to offer for his company's decision to buy. "It appeared to be a new direction for us . . . the opportunity to acquire a potentially profitable enterprise and at the same time perform an important public service."

Mr. Buetow's stressing of the public service angle is buttressed by a look at the money league 3M travels in. It's sales last year amounted to $500,675,932, with net profit of $63,664,729. The company paid $1.50 dividend on earnings of $3.74 per share. Wall Street sources felt there was little point in looking for a money motive behind the 3M buy. Whatever the possibilities of a tax loss situation, or a profit situation, they would be insignificant in the context of 3M's financial standing. And as one 3M spokesman put it, "If money were all we were interested in, we could have invested it better elsewhere."

The exact amount 3M paid for Mutual is not disclosed, although authoritative guesses place it at around $1.3 million. That would amount to about a break-even deal for the McCarthy-Ferguson group, which in light of past owners' experience is not a bad record.

Mr. Buetow said Mutual would continue its present policies under present management, "with the greatest possible degree of independence.

Ownership Parade ■ Mutual started going through rapid changes in owners when RKO-Teleradio pictures sold it to Dr. Armand Hammer (oil interests) and associates in August 1957. He in turn sold the network to Hal Roach Studios in September 1958. Hal Roach had been purchased shortly before by Scranton Lace Corp., controlled by A.L. Guterma's F.L. Jacobs Co. The network, which had been plagued by money losses for some time, was on the brink of going out of business after Mr. Guterma and his associates became involved with stock manipulation charges early last year.

Mr. Guterma was convicted in federal court in New York last winter (BROADCASTING, Feb. 1).

Mr. Guterma and Mr. Roach gave an option on the network to the current president, Robert Hurleigh, who negotiated still another sale of Mutual to a group headed by Malcolm Smith (recording interests). That was in March last year. Mr. Smith sold out to the McCarthy-Ferguson group later in the year, under condition that Mutual would go through bankruptcy proceedings to clear past obligations. These proceedings were concluded successfully last December, with Mutual paying creditors on a 10 cents to the dollar basis.

HOUSE OKAYS UHF STUDY MONEY

Commissioner Lee eyes Jan. 1 as kick-off date in New York

A couple of superpower uhf tv transmitters operating in New York City by Jan. 1?

While FCC Commissioner Robert E. Lee admits that he may be just "Whistling Dixie," he held out high hopes that the commission's $2 million uhf research program can be operative by then. Adding to his optimism: The House last week approved the FCC's fiscal 1961 appropriation of $12.9 million, including the sizable chunk earmarked for the New York experiment.

House passage was considered the chief stumbling block for the surprise item in the 1961 budget (BROADCASTING, Feb. 8). It is expected that the Senate will approve the study with only a cursory examination. Commissioner Lee already has championed the study before Sen. John Pastore (D-R.I.), chairman of the Communications Subcommittee. Also due to give the study a sympathetic ear is Sen. Warren Magnuson, chairman of both the Commerce Committee and appropriations subcommittee which will consider the measure. Both senators have been pushing the FCC for years to come up with a solution for the uhf problem.

Government Red-Tape ■ Overjoyed with the House blessing, Commissioner Lee pointed out that, once the money receives final approval, the main stumbling block will be the necessary government red tape and paperwork. With independent contractors scheduled to provide the equipment and make the necessary installations, bids will have to be asked, a time consuming process, he pointed out.

While plans still are very tentative, justifications submitted to the House indicate that one uhf transmitter, with a minimum power of 1 mgw (and it may go much higher), will be installed on top of the Empire State Building, with a second, smaller transmitter to be built further up Manhattan to test simulcasting. Receivers, including specially-built prototypes and regular sets, would be situated throughout New York.

Actual breakdown of costs—originally $2,250,000 was sought with $250,000 lopped off by the House—will not be known until bids have been accepted, but the following figures were submitted to Congress: $200,000 for salaries and travel expenses (including $20,000 annually for director); $369,000 for transmitter and installation atop Empire State, plus $131,500 for operational costs; $382,500 for second transmitter and $65,000 operational costs; receiver research and development, $341,500; receiver installation and observation, $167,000; field intensity and survey, $334,500; analysis and report, $25,000, and $234,000 to be held in reserve.

Commissioner Lee expressed the hope that manufacturers will donate at least part of the receivers needed for the project. Many, he expected, will be placed in private homes. The possibility of using the experiment for in-school classroom instruction also is being explored with both the New York public schools and universities expressing interest.

Transmitters, with two at the start and more possibly to be added later, probably will be leased from General Electric at an expected cost of $446,000.

Best offer to date on the two-planned transmitters came in a $446,000 lease deal from General Electric, as opposed to the $668,000 RCA wants for outright purchase of its equipment. The commission will ask for bids giving both lease and sale prices from manufacturers interested in supplying the transmitters.

HE HAS HIGH HOPES

Comr. Lee shoots for Jan. 1

A New Policy ■ The commission told Congress that its proposed uhf study goes beyond the policy heretofore followed by the commission; i.e., "to engage only in applied technical research essential to the regulation of developments of the industry on its own initiative. . . ." Uhf has not yielded to this approach, the FCC said, and therefore the proposed study must be made to determine the capabilities of uhf.

The actual experiment will be contracted out to an independent research organization, with the commission keeping control. Also playing as yet an undetermined part will be the National Bureau of Standards and the National Academy of Science.

Some broadcast organizations, notably the Assn. of Maximum Service Telecasters, have asked to participate in the study. Commissioner Lee said that they would be welcome so long as they had no specific axe to grind or narrow, selfish interests.

Programming, generally, would be provided on a rotating basis by the three networks, excluding actual classroom instruction and educational programs which might be offered. The network programming is desired so that side-by-side comparisons of uhf and vhf can be made.

New York City was picked for the experiment because, "with its most difficult problems of metropolitan area coverage, if uhf works in New York the chances are it will work anywhere."

How It Started ■ Commissioner Lee has been generally credited with originating the idea for the uhf experiment, but he disclaimed any credit last week. He said the idea first came from the staff and that, as the commission's "No. 1 uhf egg-head," he was selected to try to sell the proposal to the Budget Bureau and Congress.

The $2 million appropriation is for two years, with commissioners saying that by then they will know once and for all if uhf will work in commercial tv. What will happen to the ready-built tv stations and uhf receivers when the study ends? Commissioner Lee said he didn't know but that maybe the transmitters and necessary equipment could be legally given to educational WNYC-TV, permittee of ch. 31.

REFORM BILLS
NBC, ABC add views to pending comments

NBC and ABC filed comments last week suggesting a *modus operandi* for a group of tv industry "reform" legislation bills under discussion at the House Communications Subcommittee hearing. FCC Chairman Fredrick W. Ford also filed a letter endorsing bill provisions dealing with license suspensions.

The bills under discussion cover payola, plugola, rigged quizzes, quickie grants, procedures covering applications for new stations and sanctions to keep down abuses of laws and FCC rules (BROADCASTING, April 18).

NBC concentrated its remarks mainly in the areas of payola and sponsorship identification. The network told the subcommittee that it preferred the approach of H.R. 11341 which deals broadly with payola rather than with bills tending to be too specific in narrowing down areas of payola activities.

NBC recommended two separate statutes "simply because there are two separate problems to be dealt with."

One is to provide "adequate safeguards" to insure that advertising matter broadcast is identified as such. The other "is to outlaw undercover payments to disc jockeys" who accept money for including certain material in their broadcasts.

Crime To Receive ■ Proper approach to undercover payments, NBC stated, is to make it "a crime to receive or make such payments" under commercial bribery statutes. Commercial bribery would make such payments without the knowledge and consent of the employer a crime. However, the network maintained, "the disclosure of the payment to the employer and his consent to it avoids the crime."

If the commercial bribery statute was translated for the broadcasting industry it would "raise a compelling factor," the network said. The employe who has received undercover payments for the broadcast of material "exculpates himself from a commercial bribery statute by informing his employer, and if the employer ratifies the payments, then the broadcaster may be required to make a sponsor identification announcement under Sec. 317."

NBC suggested added language to Sec. 317 which would place "a new obligation upon the broadcaster." Under the NBC proposal the broadcaster would make announcements of sponsor identification "not only in those cases where the payments are received by the station, but where the station has received information that payments were received by others under circumstances which would have required an announcement had the station been the recipient."

On the matter of sponsorship identification, NBC admitted that some free records are added to a station's library with the "hope, or even an expectation," that some of the records will be broadcast "and that this will confer a benefit upon the supplier." However, NBC declared, "lacking an agreement by the broadcaster to guarantee exposure, we see no violation of Sec. 317."

In a statement filed with the subcommittee, ABC warned "that a statutory provision which would preclude new grants without hearing would place the commission in a strait jacket and create evils of serious proportions."

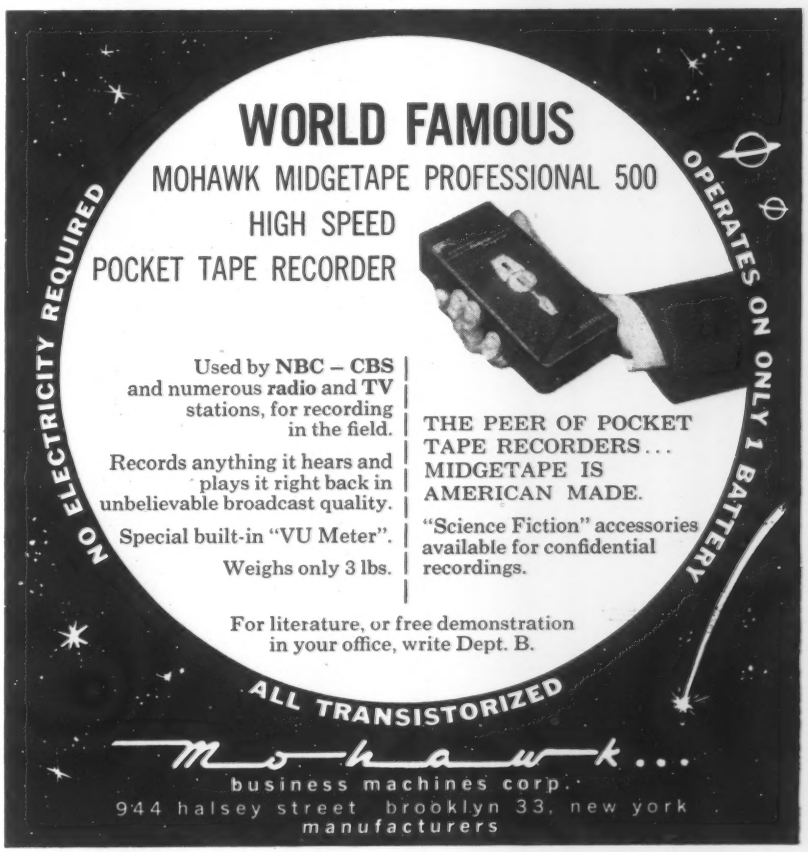
Long, Long Time ■ The network said that "the most valid criticism" which can be made against the FCC "is the inordinate time" it takes to resolve matters arising before it. "Pressing allocations problems" ABC said, "are being sidetracked" because the commission is constantly being diverted "to matters on which hearings are already obligatory." Thus, ABC maintained, any statutory provision which would add "still further" to the already overburdened FCC hearing calendar would not be in the public interest. Accordingly the network told the subcommittee that it preferred the policy embodied in the Senate's bill (S. 1898) which would eliminate hearings on needless matters rather than the House bill which would require a hearing on every application for a new or changed facility.

Hitting at the sections of H.R. 11341 dealing with swap-offs and payoffs among applicants, ABC said that *bona fide* mergers and drop-outs should be encouraged. It cited figures which indicated that of the 50 tv hearings held in 1952 the "average time elapsed between the filing of an application and a final decision by the commission has exceeded 29 months . . ." The commission has only been able to decide 50 cases in eight years "of intensive effort" where the "result was contested every step of the way."

Much of the subcommittee's concern over payoffs and swap-offs "would become academic" the network suggested, if there could be found a "more expeditious resolution" of comparative hearings and if the FCC "were more consistent in applying its various criteria for preferring one applicant over another."

Other ABC comments:

On license suspensions: Sec. 2 of H.R. 11341 which would authorize the FCC to suspend broadcast licenses after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Hearing set on free-time bill

A full-scale hearing on free-time on tv for presidential candidates has been set for May 12 by the Senate Commerce communications subcommittee, it was learned last week.

The committee, headed by Sen. John O. Pastore (D-R.I.), will hear industry and political witnesses. The hearing is expected to run about a week. Nicholas Zapple, committee staff professional on communications, was arranging for witnesses at the end of last week.

The bill (S-3171) was introduced on March 10. It was co-sponsored by Sen. Warren G. Magnuson (D-Wash.), and Sen. A.S. Mike Monroney (D-Okla.) and signed by 20 other senators (BROADCASTING, March 14).

It provides that tv networks and stations provide each of the major party presidential candidates with one prime evening hour free weekly beginning Sept. 1, eight weeks before election.

The bill defines a major party as one whose nominee in the last election received at least 4% of the total popular vote.

The measure would require the FCC, networks and stations to arrange for simultaneous telecasts in all time zones.

a notice and hearing for a 10 day period "punishes the innocent along with the guilty—by depriving the public and the sponsor of the program service otherwise available on that station."

On conditional renewals: If shorter than three years, and used as "another 'raised eyebrow' technique" by the FCC which would place a program on "probation so as to make known its displeasure," the network would be opposed.

Sponsorship identification: ABC said that "until March 16 [the date of the FCC public announcement on plugola] . . . it understood the meaning, purpose and scope of Sec. 317 . . ." If after reviewing the briefs and comments to be filed by May 2 the FCC still adheres to its original notice, ABC said that it would urge the exemption of the announcement of records used by stations supplied by record distributors and government agencies. Requiring such announcements "would serve no useful purpose and . . . would merely work a hardship on the broadcaster and the listening and viewing public," ABC asserted.

In a brief letter filed with Rep. Oren Harris (D-Ark.), chairman of the Committee on Interstate and Foreign Commerce, FCC Chairman Ford stated that the FCC is "in accord" with the provisions in H.R. 11341 dealing with suspension of licenses. Chairman Harris introduced the bill which would suspend licenses for short periods.

Conelrad alert May 3

The National Industry Advisory Committee met in Washington last Thursday (April 21) to formulate final plans for the May 3 nationwide Conelrad test as part of "Operation Alert—1960." The 96-member group includes broadcasters, representatives of industrial and private communications and government officials.

Leo Hoegh, OCDM director, in addressing the meeting, thanked broadcasters for their participation in civil defense and other emergency activities. Other items on the agenda included (1) emergency assignments of NIAC members in case of attack; (2) the FCC's current rulemaking on Conelrad attention-getter signals; (3) emergency generators for stations, and (4) state defense networks.

Commissioner Robert E. Lee, who chaired the meeting, plans to visit Butte, Mont., May 6 to boost that state's Industry Advisory Committee. This will make the 46th state committee the defense commissioner has visited since 1958. He said a drive is underway to make the state broadcaster committee members local civil defense leaders. Also, he pointed out, NIAC is actively pushing emergency fm networks. Approximately 25 state groups will participate in the May 3 Conelrad test.

FCC for defense in Mack-Whiteside trial

All present FCC commissioners, including the present chairman, are going to be called to testify in the second trial of former FCC Commissioner Richard A. Mack and his Miami friend, Thurman A. Whiteside.

They will be called for the defense, Nicholas J. Chase, attorney for Mr. Mack said last week. They will be interrogated on FCC procedures.

The re-trial of Messrs. Mack and Whiteside is scheduled to begin today (April 25) in U.S. District Court in Washington. Federal Judge Alexander Holtzoff will preside.

The two Floridians are accused of having conspired to ensure that the grant of Miami ch. 10 went to National Airlines. Both have pleaded not guilty. Mr. Mack resigned from the FCC following the disclosures, first brought to light by the House Legislative committee in 1958.

The first trial last year ended in a hung jury.

First move in the second trial actually took place last Monday in U.S. District Court in Miami. Attorneys called 14 character witnesses for Messrs. Mack and Whiteside, including Chief Judge Murray Wisehart and Judge Francis Kehoe, both of the Dade County Circuit Court. Their testimony will be made part of the record at the commencement of the Washington trial.

Earlier, attorneys for the government and the defense stipulated prior testimony which, according to Mr. Chase, will cut down the length of the second trial to a mere month. Mr. Chase estimated that about eight weeks of testimony were included in the stipulations.

The second trial was supposed to begin in January, but was postponed when Mr. Mack was committed to a Miami hospital for observation. He was found competent to stand trial. He is also being sued for divorce.

NARBA in effect

The North American Regional Broadcasting Agreement went into effect April 19, the U.S. State Dept. announced last week. The NARBA Agreement, which covers standard radio relations among the U.S., Canada, Cuba, Dominican Republic, Bahamas and Jamaica, was signed in Washington in 1950 and ratified by the Senate Feb. 23. It was signed by President Eisenhower on March 9 and was deposited with the Canadian government on April 4. The treaty provides that it shall enter into effect 15 days after ratification by at least three of the four countries. Cuba ratified in 1953 and Canada in 1957. Radio relations with Mexico are contained in a separate treaty.

Two v's added in Reno

The FCC last week added chs. 2 and 5 (educational) to Reno, Nev., and removed the educational reservation on ch. 21 in that city. Reno now will have chs. 2, 4 (for which six applications are pending), 5, 8 (KOLO-TV), 21 and 27. The commission said, however, that the rulemaking proceedings will be kept open to consider conflicting proposals to add vhf to northern California.

Also last week, FCC invited comments on a proposal to assign ch. 26 to Hanover, N.H., and ch. 20 to Waterbury, Conn.

ANTITRUST VIOLATION ALLEGED

KRON-TV cries foul in NBC buy of KTVU(TV)

The Dept. of Justice has been stirred into an investigative flurry by charges that the NBC buy of KTVU (TV) San Francisco is a violation of the antitrust laws.

The allegations were made by the *San Francisco Chronicle*, owner of the NBC-affiliated KRON-TV there. They were submitted to the Justice Dept. in conjunction with the submission by NBC of its agreements to exchange stations with RKO General and to buy KTVU (BROADCASTING, April 18).

The *Chronicle* charged, it was understood, that NBC at first attempted to buy KRON-TV by offering less than it was worth on the alleged threat of buying KTVU and taking the NBC affiliation away from KRON-TV.

Another aspect being investigated, it was learned, is whether there is any connection between the NBC-RKO General exchange agreements and NBC's purchase of KTVU. KTVU, which began operating in 1958, numbers among its principal stockholders former RKO General executives, including Ward D. Ingrim, KTVU president, and William D. Pabst, KTVU executive vice president.

There is also the question, Justice officials observed, whether the exchange agreement between NBC and RKO General is contingent on NBC's purchase of KTVU. This may raise tie-in questions, it was said.

NBC is required to advise the Justice Dept. of its planned station transfers under a consent decree signed last year. This was the outcome of a government antitrust suit against NBC for allegedly pressuring Westinghouse Broadcasting Co. into swapping its Philadelphia radio-tv stations for NBC's Cleveland radio-tv plus $3 million.

The consent decree requires that NBC dispose of the Philadelphia stations and submit any acquisitions in major markets to Justice before filing with the FCC for that agency's approval.

Justice has 30 days to consider the Philadelphia-Boston exchanges and the network's $7.5 million purchase of KTVU. If it feels the transfers and the purchase run afoul of the antitrust decree it can ask the Philadelphia U.S. District Court to rule on this objection. If it takes no action, the next step is submission of the applications to the FCC.

The NBC-RKO General transaction involves exchanging the network's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-FM-TV Boston. NBC is also selling its WRC-AM-FM-TV Washington to RKO General for $11.5 million, but this does not have to clear with the Justice Dept. Because of FCC's duopoly rules, RKO General will have to sell its WGMS-AM-FM Washington in order to buy the NBC capital city outlets. It has been reported that Crowell-Collier is negotiating to purchase the WGMS stations for $1.5 million.

Propose daytimer sign-off rulemaking

The FCC last week announced rulemaking which would permit daytimers to sign-off at 6 p.m. local time instead of local sunset, provided they operate the minimum two-thirds of the broadcast time between 6 a.m. and 6 p.m. The proposed rule would eliminate the necessity of daytimers securing prior FCC approval to sign-off early during the summer months.

Every spring, a stream of stations come to the commission for such authority on the grounds it is economically unfeasible for them to continue to broadcast until dark. Permission in the past has been almost automatic. As part of the same proceeding, comments were invited on a proposal to discontinue the requirement that stations notify the FCC when they are forced off the air for short periods because of technical difficulties. Interested parties were invited to file their views with the commission by May 20.

Equal time provisions win first court test

A Circuit Court in New Orleans upheld the FCC's first decision under the new equal time provisions of Sec. 315 while the commission itself announced its decision in a second case. Both decisions denied the complaints.

The New Orleans court decision upheld the FCC final judgement on KWTX-AM-TV weathercaster Jack Woods, a candidate for reelection. Mr. Woods' opponent for the Texas legislature, William H. Brigham had appealed the commission's ruling that the provisions in Sec. 315 prohibiting stations from "censoring" candidates' appearances indicates that Mr. Brigham is not entitled to equal time (BROADCASTING, April 18).

The court quoted from the FCC decision which formed the sole basis of its own verdict. "There is not the slightest hint in the undisputed facts that this weathercaster's appearance involved

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DEMOCRACY'S MOUTHPIECE

More kw for VOA transmitters will give world a clear ear

The U.S. Information Agency's broadcasting arm in the future will use something communist countries understand best: that's power.

The big stick the Voice of America will wield is kilowatts. And the European, Asian or African who spins his dial won't have to strain his eyes or ears to pick up one of the 100-odd Voice programs broadcast daily in 37 languages. When he dials across a Voice frequency the signal will be coming in so strong he can lean on it.

This simple and straightforward plan to fight power with power is never far from the thoughts of Voice Director Henry Loomis, who moved into the job in July 1958 with a background completely uncluttered by any experience in broadcasting. Mr. Loomis is youthful (41 last Tuesday) and enthusiastic and is a physicist who got sidetracked into government research, strategy and intelligence in 1950. Two of the half-dozen government posts he held before taking over the Voice were with the parent USIA.

Mr. Loomis thinks the Voice's Greenville base will make U.S. international broadcasting impossible to ignore and put the Voice in a more competitive position with the communists in telling what this country has to say with reasonable assurance it will be heard.

The Greenville plant will have six superpower shortwave transmitters of 500 kw each, six of 250 kw and six of 50 kw. The 500-kw transmitters, which cost the U.S. $2.9 million, were paid for with money appropriated during the 1950-51 Korean War period. But Voice plans at that time to use the six transmitters on the East and West Coasts (Baker East & Baker West) ran afoul of two Senate committees which charged waste of money and the equipment has been in warehouses ever since.

Financial Manipulations ■ Congress shoved off the Greenville project in fiscal 1959 with an appropriation of $10 million; it added $9 million more in fiscal 1960 and diverted another $3 million in unexpended funds, the unused transmitters and other gear to the North Carolina base.

The Greenville operation will include three sites totaling 6,100 acres, one 15 miles northeast of Greenville, one 15 miles southeast and the third 6½ miles west. Besides the 18 large transmitters, there also will be smaller transmitters and new receiving equipment.

The Greenville facility will be the world's largest and most powerful long-range broadcasting plant and when its 18 transmitters go into operation simultaneously late in 1962 the Voice will retire its 14 East Coast transmitters in New York and New Jersey operated under contracts with their owners, NBC, CBS and General Electric Co. These transmitters, Mr. Loomis says, were built in the 1930s, have long since been amortized and are obsolete and subject to frequent breakdowns.

For Project Larry in Liberia—where the U.S. has signed a 40-year agreement with that country for the proposed transmitter base—the Voice plans to install six 250-kw and two 50-kw shortwavers. Though physical distance from the U.S. and other inconveniences may tend to slow down Project Larry's completion, the Voice plans to offset this in part by putting to use some of the blueprints and experience from the Greenville project. The Voice is ready to get moving on the Liberia project July 1 if Congress approves the money.

The Voice doesn't intend to call a truce in its kilowatt power play, despite a reduction in Soviet jamming which went into effect beginning with Russian Prime Minister Nikita Khrushchev's visit to this country last year. USIA Director George V. Allen told Congress last month that the Russians were believed to have reduced jamming because among other things this jamming (1) tends to cause interference to broadcasts by Russia and neighboring countries on nearby channels and (2) is expensive in material, manpower and money. Thus, more VOA broadcasts now are getting through to communist areas and the Voice is taking advantage of this letup by redirecting transmitters it had massed to overcome jamming.

But if the Russians resume jamming, they'll find it a lot tougher, still more expensive and troublesome when Greenville, Larry and other VOA projects go on the air.

To beat the Russian propagandists, and lately the Chinese, at their own

anything but a *bona fide* effort to present the news. The weathercaster is not even identified by name, but only as the 'TX Weatherman' and his employment is not something arising out of the election campaign, but rather is a 'regular job,' " the court declared.

Last week the commission revealed that a request for equal time by Robert J. Dieli, Democratic candidate for Congress in Columbus, Ohio was denied because it was not applicable under Sec. 315.

Cites Broadcast ■ Mr. Dieli charged that a discussion program, *Columbus Town Meeting on the Air*, broadcast over WBNS-AM-TV had on its panel Congressman Samuel J. Devine (R-Ohio) the unopposed candidate in the Republican primary to be held in May. The Democratic candidate alleged that the appearance of Rep. Devine was not incidental to the panel's discussion but rather to advance his own candidacy. Since the congressman is uncontested in the primary, Mr. Dieli maintained that Sec. 315 is applicable since Rep. Devine is not seeking the nomination.

The FCC stated that since Mr. Dieli is a Democratic candidate and the congressman a Republican in separate primary elections, candidates "for nomination for an office of any given party are entitled to use broadcast facilities within the cited section of the Act equal to those which have been afforded to other candidates for the same office in the same party's primary." However the commission said that "they are not entitled to such use with respect to candidates seeking nomination for the same office in the primary elections of other parties."

■ Government briefs

Educational translator ■ Jefferson Standard Broadcasting Co. (licensee of WBT and WBTV [TV] Charlotte, N.C.) has announced plans for the construction of a tv translator to be used for "in school" tv and other educational purposes. Charles H. Crutchfield,

game—shortwave broadcasting—Mr. Loomis has an ace in the hole and his big problem right now is to hold himself in check while he waits for Congress to pair it. As things stack up now:

■ The Voice has completed blueprints begun a year ago and started clearing ground last February for a $25.3 million project near Greenville, N.C., which will equip the Voice on the East Coast with a battery of 18 high-powered shortwave transmitters. Upon completion late in 1962 all 18 will go on the air simultaneously. When this happens the Voice, which has depended largely on pre-World War II vintage shortwave transmitters in the U.S. to fudge a 50%-usable signal barely to the eastern edge of Europe, will blanket that continent with a comfortable, 90%-usable signal. (The old, 50% signal will be booted all the way into Moscow without aid from overseas relays.)

■ Approved by the House and awaiting action in the Senate is Phase No. 2 of the Voice's thrust, called Project Larry, an octet of high-kilowattage shortwavers which will carry VOA broadcasts throughout Africa and a big piece of the Middle East from a site in Liberia. The House appropriated $8.7 million (of $9.2 million asked by the Voice) for Project Larry in new money, to which will be added $3.9 million in unexpended funds and equipment left over from the presently-deferred Project Delta and other projects for a total of $12.6 million. (Congress appropriated the money in 1957-58 for Delta's projected medium wave transmitter base in the Mediterranean, but U.S. negotiators have been unable to obtain a site.)

Though there's nothing else in the budget books, there's plenty more

THE VOICE'S LOOMIS
Hot seat on a cold war

in the minds of Mr. Loomis and his associates, which means the Voice is almost certain to be back at the old stand on Capitol Hill next year and the year after with new building projects. Mr. Loomis' strategy doesn't call for doing things up less than brown. The Voice wants new high-power medium wave transmitters in Liberia (1.6 megawatt) and in the Mediterranean area (1 megawatt) and would like to increase shortwave transmitter powers at some of its present sites in England, Morocco, Greece, and the Philippines.

Short vs. Medium Wave. ■ The Voice's reliance on shortwave broadcasting, instead of the medium wave type predominant in U.S. commercial broadcasting, is predicated on a simple set of facts. One of them is: "When in Rome . . ." etc., etc. Shortwave is the primary broadcasting wavelength used in countries outside the Americas and the people in these countries are the ones the Voice is trying hardest to reach. Second, while medium wave may radiate over large areas, shortwave spans oceans and continents and thus reaches listeners in places inaccessible to medium wave. Third, the problem of interference in shortwave is somewhat less critical since no country, even in crowded Europe, has such heavy concentrations of stations as exist in the U.S. Shortwave transmissions can be jammed, of course, but so can those of any other broadcasting method.

The Voice of America's program for more powerful transmitters, as Mr. Loomis explains it, is one of absolute necessity—to keep from being hopelessly outclassed by the communists. VOA's 87 shortwave transmitters average 62 kw (it also has five medium or long wave). Shortwave transmitters in the larger countries of the world average 200 to 250 kw and in smaller countries 100 kw. The 30 shortwave transmitters broadcasting Voice programs from the U.S. average around 50 kw. Russia's big workhorse transmitters are 240 kw each. They often are coupled to give twice that transmitting power and sometimes are lined up three deep to produce a superpower 720 kw.

The Voice shortwaves 570 hours of programs weekly of a world total of 12,000. Of this total communist countries account for 3,000 hours of which 1,000 hours are aired by the Russians. Recent developments have indicated that while international broadcasting has been increasing in total hours an average 10% yearly, communist China last year boosted its shortwave programs 512 hours.

general manager, said that Jefferson Standard will apply to the FCC for permission to build and operate a translator at its Spencer Mt. site. Under FCC rules, the station will be forced to operate at low power and will serve a limited area. However the translator will serve as a link for other stations in the state, Mr. Crutchfield said.

More payola consents ■ Federal Trade Commission announced last week three more payola consent judgments, bringing total number of settlements to 24. Signing consent orders were: Bernard Lowe Enterprises and Edward S. Barsky Inc., both Philadelphia, and Action Records Inc., New York. All three agreed to cease paying disc jockeys and other under-the-counter payments to play their records, unless public disclosure is made of such payments.

Request ruling ■ KBAK-TV last week asked the FCC to propose rulemaking deleting ch. 10 from Bakersfield and allocating it to Santa Barbara. The station also requested that ch. 45 be allocated to Bakersfield in lieu of ch. 10 and that KERO-TV (ch. 10) Bakersfield be ordered to show cause why its license should not be modified to substitute ch. 45 for 10.

Speaks up ■ WTIC-TV Hartford, Conn., lashed out at an attempt by a rival uhf facility to convert WTIC to uhf. Springfield Television Corp., licensee of WWLP (TV) (ch. 22) Springfield, Mass., has asked the FCC to issue the Hartford station a renewal conditional on its acceptance of a uhf channel instead of ch. 3 (BROADCASTING, March 7). WTIC-TV told the commission that "it is entirely premature at this stage to impose uhf conditions on renewals of licenses." WTIC-TV cited its "meritorious broadcast operation fully serving substantial public interests" and asked that Springfield's request "be dismissed or denied as totally lacking in merit." WTIC-TV is owned by Travelers Insurance and is affiliated with WTIC-AM-FM.

NETWORKS WIN 10 PEABODY AWARDS

CBS President Stanton wins special citation for Sec. 315 stand

The three networks picked off their share of George Foster Peabody Awards at the annual presentation held last week in New York. CBS was awarded six, including a special citation to its president, Dr. Frank Stanton, NBC won three and ABC one.

In addition, five stations received awards at the presentation recognizing radio and tv's most distinguished and meritorious public service each year. The stations: WNTA-TV New York (*The Play of the Week*), WGN-TV Chicago (*Great Music from Chicago*), WGBH-TV Boston (*Decisions*), WDSU-TV New Orleans (*Editorials*) and WCCO) Minneapolis (in sponsoring study in Russia and travel by its farm director).

Winners were announced at a luncheon meeting of the Radio & Television Executives Society. CBS' honors included: *The Population Explosion* (tv education); *The Ed Sullivan Show* and *Small World* (tv contribution to international understanding); Dr. Frank Stanton and *The Lost Class of '59* (tv special awards) and *The World Tonight* (radio news).

NBC's awards: *The Moon and Sixpence* (award to Producer David Susskind for non-musical tv entertainment); *The Bell Telephone Hour* (musical tv entertainment) and *Family Living*.

ABC won its award for *Khrushchev Abroad,* its coverage of the Russian leader's U.S. tour.

Stanton's Award ■ Dr. Stanton received a special award for his leadership in the successful drive in Congress for remedial legislation that amended equal time provisions of Sec. 315 of the Communications Act.

A wire from President Eisenhower congratulating Dr. Stanton noted the award was most "appropriately presented . . . on the anniversary of the battles of Lexington and Concord . . . the day when we remember with gratitude those who secured our independence and those who continue to defend the freedoms of us all. In this company of patriots, Frank Stanton has fought long and effectively."

The CBS president in accepting the award pleaded for completion of revisions of the Sec. 315 provision to include debates between presidential candidates "so that broadcasting can contribute as effectively as possible to an enlightened electorate."

An unusual departure in the Peabody awards was an exchange from the podium on differing tv views. Bennett Cerf, president of Random House Inc. publishing firm and Peabody board chairman, quipped that tv was giving people programming "a darn sight better than they deserve." He hit at what he said was an anti-tv campaign by those newspapers "which don't have to own tv stations" and noted an ample supply of good programs—"and when people will watch them, they'll get more of them."

David Susskind, accepting an award for "The Moon and Sixpence," said he disagreed with Mr. Cerf because "if you give people what they want long enough, they will not want anything else." He said tv must lead by giving "people what we think we want."

Awards were presented by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism which administers the awards along with the Peabody board. The awards were set up in 1940 by the Board of Regents at Georgia U. in memory of the late George Foster Peabody, a successful New York banker and philanthropist.

The individual citations follow:

Television News ■ The Peabody Award in this important classification goes to the series, *Khrushchev Abroad,* with congratulations to the American Broadcasting Co. for the thoroughness, imagination, and vigor of its coverage of the visit to this country by the Soviet premier. Accepted by John Daly, vice president, ABC News.

MR. DALY

Television Entertainment (non-musical ■ A Peabody Award to *The Play of the Week,* WNTA-TV, Newark, New Jersey, with a bow to Ely Landau for sponsoring and developing an outstanding dramatic program. Accepted by Mr. Landau.

MR. LANDAU

Television Entertainment (musical) ■ During its first year on television, *The Bell Telephone Hour* quickly made it clear that it would in this medium of broadcasting reach even higher levels of distinction than those which in 1944 won for it a Peabody Radio Entertainment Award in Music. In the language of *New York Times* critic Jack Gould, this series, "for so many years one of the more civilized fixtures of radio (has) re-emerged . . . on television . . . a varied delight . . . with impeccable taste." In recognition, a second Peabody Award to *The Bell Telephone Hour*—this time, for *television* entertainment, musical. Accepted by James W. Cook

Television Entertainment (non-musical ■ A Peabody Award to David Susskind for his production of *The Moon and Sixpence*, a drama of style and substance, directed with imagination, and featuring a distinguished performance by Sir Laurence Oliver. Accepted by Mr. Susskind.

MR. SUSSKIND

Television Entertainment (musical) ■ *Great Music from Chicago,* WGN-TV, features the Chicago Symphony Orchestra. This distinguished series, a prestige program, presented live and in color, with many of the world's outstanding conductors taking turns on the podium, represents an unmatched effort to bring the best in music to the public, and contributes vastly toward improving the image of television. *Great Music from Chicago* and WGN-TV, therefore, are presented a Peabody Television Musical Entertainment Award. Accepted by Ward Quaal.

MR. QUAAL

Television Education ■ The CBS documentary, *The Population Explosion,* tackled an immensely controversial and hush-hush subject in such forthright style that it broke the story for the world. This was clearly television education at its best, and merits a Peabody Award in this category. Accepted by Howard K. Smith, CBS commentator.

MR. SMITH

Television Education ■ In a series of eight panel discussions *Decisions,* WGBH-TV Boston, has focused the

intelligent interest of New England communities upon the most pressing and contentious problems of our day. Each week a fresh panel of authorities in the international field comes to grips with a particular issue, and while the argument is in progress the listening groups, from Maine to Martha's Vineyard, who have already been supplied with source material, are telephoning in their questions and perplexities which are relayed to the moderator and answered on the spot. Listeners in libraries, homes, schools, estimated at 100,000 persons, participate in this town meeting on the world's crises. The program was originated by the late Brigadier General Henry Parkman, in cooperation with the Foreign Policy Association, and is presently moderated by Mr. Christian A. Herter Jr., President of the World Affairs Council in Boston. *Decisions* is television education on the local level at its best. In recognition this Peabody Award, which is to be shared by WGBH-TV and the World Affairs Council of Boston, is given. Accepted by Mr. Herter.

Television Contribution to International Understanding ■ With his *Invitation to Moscow* program on September 27, 1959, neatly timed to coincide with Khrushchev's visit to America, and before that with his *Spoleto Festival* of July 19, 1959, Ed Sullivan turned his long-time top tv Sunday night vaudeville show into an imaginative and successful bid for better international relations. Not only in America was the reaction immediate and heartening. Russians and Italians as well cheered Sullivan, his producer Bob Precht, and his American casts and crews. The Peabody Board applauds Ed Sullivan's showmanship and acute awareness of the role prime-time television can play in promoting international good will, and presents a second Peabody Award to *The Ed Sullivan Show*, CBS. In 1956 it was for entertainment. This time, Contribution to International Understanding. Accepted by Mr. Sullivan.

MR. SULLIVAN

Television Contribution to International Understanding ■ Through intercontinental conversations between heads of governments, scientists, generals, critics, and savants, *Small World*, CBS, has narrowed the distance between men's minds and hearts. Universal in scope yet intimate in approach, this CBS series has made a significant contribution to international understanding, and as such richly merits a Peabody Award in this category. Accepted by Fred Friendly.

MR. FRIENDLY

Television Special Award ■ Recognizing the dangers inherent in the application of the restrictive provisions of Sec. 315 of the Communications Act to news programs, Dr. Frank Stanton, by his eloquent and timely warnings alerted the press, the Congress, and the public to the urgent need for remedial legislation, which was promptly enacted and became law. By his efforts, the president of CBS notably advanced the cause of freedom of news and discussion on radio and television, and forcefully reasserted the fundamental right of all media to the protection of the Constitutional guarantee of liberty in the First Amendment. In recognition of his courage, insight, and energy in fighting for the freedom of journalism on the air, a Special Peabody Public Service Award is presented to Dr. Frank Stanton.

Television Special Award ■ To the team of Ed Murrow and Fred Friendly, for their concise reporting and compassionate insight into the plight of the group most seriously affected by the struggle for integration—*The Lost Class of '59*, CBS, a Special Public Service Award. Accepted by Mr. Friendly.

Local Television Public Service ■ The editorial service of WDSU-TV New Orleans is distinguished for the wide scope and diversification of its subject matter; for the frequent and courageous treatment of controversial material; and for the intelligent, impartial, and professional quality of its presentation. This is clearly local television public service on a high level, and as such merits a Peabody Award in this category. Accepted by Edgar B. Stern Jr.

MR. STERN

Radio News ■ Using the services of CBS News global staff of correspondents, *The World Tonight*, CBS Radio, provides listeners nightly with a penetrating and meaningful report of important happening, domestic and foreign. This program gives meaning to the terms "scope" and "depth," and as such is presented the Peabody Radio News Award for 1959. Accepted by John F. Day, vice president, CBS News.

MR. DAY

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'59, NBC, brought together outstanding personalities and authorities in education, religion, business, sports, music, civic affairs, and other areas for informal discussions of subjects of significance to American family life. Produced by Edwin Lee and skillfully moderated by Arlene Francis, this challenging series won the approval and active support of many national organizations for its excellence. As such it merits a Peabody Radio Award for Public Service for 1959. Accepted by William McDaniel, NBC.

MR. MCDANIEL

Local Radio Public Service ■ In its series on international understanding, WCCO Minneapolis made it possible for 12 scholars and two women journalists to study in Russia, and for its Farm Service Director to travel in seven European countries, all of whom shared with the WCCO listening audience their findings and impressions. For these contributions to its local area from afar, WCCO is presented the Peabody Local Radio Public Service Award. Accepted by Larry Haeg, WCCO.

MR. HAEG

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'McCall's' Golden Mike winners revealed

Angela McDermott of WGBH-TV Boston (non-commercial educational station) and Lillian Brown of WTOP-TV Washington are co-winners of this year's top award in the ninth annual *McCall's* Magazine "Golden Mike" citations.

The complete list of winners:

Miss McDermott, cited for direction of a film series on the humanities for high school juniors, telecast by WGBH-TV and KETC (TV) St. Louis, also a non-commercial, educational station. Miss McDermott won the top Golden Mike once before, in 1954.

Mrs. Brown, cited for her work as executive producer of *Classroom 9: Russian* over WTOP-TV, the first and only program to teach Russian on tv, the magazine says. Mrs. Brown is director of radio and television for George Washington U., Washington.

Cited for "service in the community in general," broadcaster category, Jo Sherman of NBC's *Monitor*, New York; executive category, Rozell Fabiani, WRBL-TV Columbus, Ga.

For "service to women," broadcaster, Marie Fraesdorf, KVOA-TV Tucson, Ariz.; executive, Martha Crane, WLS Chicago.

For "service to youth," broadcaster, Alma Bates of the Alabama Educational Television Network; executives, Nancy Robertson and Priscilla Young of WSLS Roanoke, Va.

Awards will be presented at a dinner May 7 in Cleveland during the annual convention of American Women in Radio & Television.

Va. AP Broadcasters give annual awards

Awards for outstanding work in the preparation and broadcast of news in radio and television were made at the annual banquet of Virginia Associated Press Broadcasters in Washington last week.

WCYB-AM-TV Bristol, Va., again won a national citation from the Associated Press Radio and Television Assn. for outstanding cooperation in the exchange of news.

Other winners:

Television ■ Best regularly scheduled news program: WRVA-TV Richmond; best spot news coverage, WSLS-TV Roanoke; best spot sports coverage, WSLS-TV Roanoke; best coverage of state and local news, WTAR-TV Norfolk; comprehensive coverage of continuing news story, WDBJ-TV Roanoke; outstanding regularly scheduled women's program, WTAR-TV Norfolk.

Radio ■ Comprehensive newscast, metropolitan: Clayton Edwards, WTAR Norfolk; Bob Gilmore, WRNL Richmond; Art Countiss, WCYB Bristol, and Wip Robinson and James MacNeil, WSVA Harrisonburg.

Comprehensive, non - metropolitan: Fred Williams, WYTI Rocky Mount; Sammy Russell, WMEV Marion, and Bob Fulcher, WPUV Pulaski.

Commentary, metropolitan: Wade Williams and Bob Gheza, WBOF Virginia Beach; Dexter Mills, WDBJ Roanoke, and Lon Backman, WRVA Richmond.

Commentary, non-metropolitan: Jack Morgan, WBBI Abingdon.

Farm news, metropolitan: Doug Ford, WCYB Bristol; Alden Aaroe, WRVA Richmond; Art Glover and Dave Van Horne, WDBJ Roanoke.

Farm, non-metropolitan: William H. Groseclose, WBBI Abingdon; Fred Williams, WYTI Rocky Mount; H.B. Eller, WMEV Marion.

Women's news, metropolitan: Alice Friberg, WCYB Bristol; Helen Hayes, WRNL Richmond; Virginia Lindamood, WSVA Harrisonburg.

Women's news, non - metropolitan: Maxine Hilton, WBBI Abingdon.

State and local, metropolitan: Lee Gilbert, WHEE Martinsville; Harry

CROSS

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

April 25 (10-11 p.m.) The Steve Allen Plymouth Show, Plymouth through N.W. Ayer.

April 25-29, May 2-4 (6:30-7 a.m.) Continental Classroom.

April 25-29, May 2-4 (11-11:30 a.m.) Price Is Right, participating sponsors.

April 25-26, May 2-4 (12:30-1 p.m.) It Could Be You, participating sponsors.

April 26, May 3 (8:30-9:30 p.m.) Ford Startime, Ford through J. Walter Thompson.

April 26, May 3 (9:30-10 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

April 27, May 4 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

April 28 (9:30-10 p.m.) The Ford Show, Ford through J. Walter Thompson.

April 29 (9:30-10 p.m.) Masquerade Party, Hazel Bishop through Donahue & Coe, Block Drugs through Gray Advertising.

April 30 (10-10:30 a.m.) Howdy Doody Show, Continental Baking, Nabisco through Ted Bates.

April 30 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles.

April 30 (7:30-8:30 p.m.) Bonanza, RCA through Kenyon & Eckhardt.

May 1 (8-9 p.m.) The Frances Langford Show, Rexall through BBDO.

May 1 (9-10 p.m.) Chevy Show, Chevrolet through Campbell-Ewald.

May 2 (9:30-11 p.m.) The Hallmark Hall of Fame, Hallmark through Foote, Cone & Belding.

Monroe, WRVA Richmond; Josh Barry, WNOR Norfolk.

State and local, non - metropolitan: Fred Williams, WYTI Rocky Mount; Phil Doran, WBBI Abingdon; Don Greene, WMEK Chase City.

Sports, metropolitan: Bob Smith, WRVA Richmond; Frank Messer, WRNL Richmond; Forrest M. Landon, WDBJ Roanoke.

Sports, non-metropolitan: Fred Isaacs, WBOF Virginia Beach; Richard Wagoner, WMEV Marion; Don Greene, WMEK Chase City.

Special events, metropolitan: Lon Backman, WRVA Richmond; Dick Kidney, Ed Meyer, Art Merrill and Pete Glazer, WGH Newport News; Ed Thomas, WSLS Roanoke.

Special events, non - metropolitan: John Columbus, WPUV Pulaski; Leo Hoarty, WBOF Virginia Beach.

Triangle farm director

Programming to the farm audience by Triangle stations has been brought under unified control and service will be expanded, according to Roger W. Clipp, vice president. Wally Erickson, farm director of KFRE-AM-TV Fresno, Calif., Triangle outlet, has been named farm director of the group, which Mr. Clipp described as serving markets with $3 billion agricultural income.

MR. ERICKSON

Mr. Erickson, who is president of the National Assn. of Radio & Tv Farm Directors, will headquarter in Fresno, devoting much of his time to programming for the entire Triangle group with its coverage in Mid-Atlantic states as well as California. "Radio and tv have a duty to bring the farm audience programs specifically created for them," Mr. Clipp said. "Farmers depend on these programs for information on new developments, new products and new trends in agriculture."

Film sales

The People's Choice (ABC Films)

Sold to KCPX-TV Salt Lake City; KVKM-TV Monahans, Tex.; KOIN-TV Portland, Ore.; WCYB-TV Bristol, Va.; WTVH (TV) Peoria, Ill.; KFDX-Wichita Falls, Tex.; WTIC-TV Hartford, Conn.; KELP-TV El Paso, Tex.; KPHO-TV Phoenix; KGHL-TV Billings, Mont.; WDBO-TV Orlando, Fla., and WCPO-TV Cincinnati.

Now in **102** markets.

Special Six and Festival 35 (J. Arthur Rank feature packages through ABC Films)

Special Six sold to WHIO-TV Dayton, Ohio; WBOC-TV Salisbury, Md.; WVET-TV Rochester, N.Y.; WHEN-TV Syracuse, N.Y.; WNDU-TV South Bend, Ind.; WWTV-TV Cadillac, Mich.; KGLO-TV Mason City, Iowa; WMT-TV Cedar Rapids, Iowa; KDAL-TV Duluth, Minn.; KDIX-TV Dickinson, N.D.; KZTV (TV) Corpus Christi, Tex.; WKST-TV Youngstown, Ohio; WSOC-TV Charlotte, N.C., and KSTP-TV Minneapolis-St. Paul.

Now in **81** markets.

Festival 35 sold to WAGA-TV Atlanta; WBOC-TV Salisbury; WSUN-TV St. Petersburg, Fla.; WMT-TV Cedar Rapids; KGLO-TV Mason City; WSOC-TV Charlotte, and KSTP-TV Minneapolis-St. Paul.

Now in **34** markets.

Speedway International (Banner Films)

Sold to KXTV (TV) Sacramento, Calif.; KSHO-TV Las Vegas, Nev.; Skyway Advertisers Inc., Denver; WISH-TV Indianapolis; KBAK-TV Bakersfield, Calif.; WNEW-TV New York; WXIX (TV) Milwaukee; WTVH (TV) Peoria, Ill.; WTTG (TV) Washington, D.C.; WAVY-TV Norfolk, Va.; KELP-TV El Paso, Tex., and WHYN-TV Springfield, Mass.

(Market total not available.)

Pony Express (California National Productions)

Sold to WWJ-TV Detroit; WLWI (TV) Indianapolis; WMAR-TV Baltimore; WGN-TV Chicago; WKBW-TV Buffalo; KTVU (TV) San Francisco; KTTV (TV) Los Angeles; KPRC-TV Houston; WTOC-TV Savannah, and KTVI (TV) St. Louis.

Now in **87** markets.

Program notes

Agreed ■ Filmways Inc., New York, and Milton H. Greene Assoc. Ltd., a new production company, have signed an agreement for co-production of tv commercials. Mr. Greene heretofore has worked as creative artist, photographer and producer for magazines and motion pictures. His movie credits include "Bus Stop" and "The Prince and the Showgirl."

NBC-TV hath 'Fury' ■ Independent Television Corp. and NBC-TV have signed a two-year deal whereby 52 re-run programs of the *Fury* series have been bought by the network for weekend programming. The series has been on NBC-TV for five years. First-run product for this season now is carried on Sat., 11-11:30 a.m. with General Foods and the Borden Co. as sponsors. ITC retains the right to syndicate the programming on any weekday under the title of *Brave Stallion*.

Makes tv commercials ■ Producing Artists Inc., N.Y., a new tv commercial production company, opened Monday (April 18) at 45 W. 45th St., zone 36. Telephone: Plaza 7-9388. The firm is headed by Martin L. Low, president, and Robert McCahon, partner, executive producer and vice president. Both were previously with Robert Lawrence Productions, N.Y.

Expansion move ■ Music Makers Inc., N.Y., producer of music for radio-tv commercials, will move July 1 from 45 W. 45th St. to offices and studios at 6-8 W. 57th St., which will be named the Music Makers Bldg. Current occupant of the quarters, Shellrick Corp., Sid Caesar's production company, will move to 59 E. 54th St.

To the dogs ■ Asta, canine companion to the human stars of *The Thin Man*, has been named Performing Animal Television Star of the Year in the 10th annual awards competition of the American Humane Assn. Lassie, star of the series of that name and a two-time former "Patsy" winner, was runner-up in the 1959 competition, with Jasper, dog-star of *Bachelor Father*, and Fury, lead horse of the series of that name, tied for third.

Batter up ■ Bernard B. Schnitzer Inc., San Francisco advertising agency, has

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MISSOULA—definitely a "Preferred City" as market prospers and Bank Debits reach +9%, (highest of all Montana cities).
12 STARS out of past 17 Months—indicating one full year of "better than average" business performance —the place to advertise.
MISSOULA—leads all other Montana cities in "High Spot-Preferred Cities" with a city index of 109.6 (1960 over 1959).
KMSO-TV'S WESTERN MONTANA MARKET is "greatly extended" by 18 Community Boosters. Coverage includes Missoula, Butte, Anaconda, Deer Lodge, Hamilton, and Kalispell.
CBS***NBC***ABC
58,475 TV HOMES
KMSO-TV
MISSOULA, MONTANA
NATIONAL REPRESENTATIVES
FORJOE-TV, Inc.

packaged a show, *Giant Question Box*, featuring Giant second baseman Don (Blazer) Blasingame. KFRC San Francisco was the first station to release the program (across the board at 8 a.m.) and Liebman Construction Co. will sponsor it.

Redeotape room ■ Red Skelton is purchasing the old Chaplin Studios in Hollywood, five-acre motion picture lot, for a price reported as more than $1 million, for use in filming theatrical motion pictures and taping tv programs. Latter activity will be part of the Redeotape operation utilizing the mobile color tape unit acquired last fall (BROADCASTING, Oct. 4, 1959).

Charter for chapter ■ The eighth (and newest) chapter of the National Academy of Tv Arts and Sciences received its charter from tv's "Perry Mason," Raymond Burr. Actor Burr presented the charter to Gene Blanpied, first president of the Arizona chapter and employe of KOOL-TV Phoenix. In retrospect, it was Tom Chauncey, president and general manager of KOOL Radio-Tv Inc., who first invited Mr. Burr to speak before a judicial assembly. Since that time, "Perry Mason" has appeared before 78 such meetings.

Tape for BBC ■ KFEQ St. Joseph, Mo. has received a request from the BBC for a tape of the start of the Pony Express Centennial run from St. Joseph to Sacramento, Calif. The station aired the program April 3 and sent a three-minute cut to London. Harold J. Schmitz, KFEQ's farm service director, whose regular farm programs are sometimes aired on Voice of America, received the request after a recent tour of Great Britain with a group of Missouri farm families.

Tv rights ■ Talent Assoc. Ltd., N.Y., and the Reader's Digest Assn., Pleasantville, N.Y., have entered into an agreement whereby the producing organization plans to bring *Digest* material to tv. Talent Assoc. hopes to produce between 8 and 12 90-minute specials a season, using properties from the *Digest's* condensed book club quarterly volumes and the book supplements that appear monthly in the magazine itself.

'Rescue' lost ■ The writer's strike has, indirectly, brought about the cancellation of the remaining five segments of *Rescue 8*. Producer Herbert B. Leonard announced that he has cancelled the syndicated tv series. Originally set for 39 segments, the series ran out of stories before completion.

SG fellowships ■ Two $1,500 fellowships will be awarded to talented theatre arts students at the U. of California at Los Angeles by Screen Gems. Included is a five-month stay at the Screen Gems studio in Hollywood to familiarize the fellowship winners with every phase of tv film making from story conception to marketing. The two winners, to be announced this spring, will be chosen by UCLA faculty members of the theatre arts department, one from the department's tv division, one from the motion picture division. One will start his stay at Screen Gems in the fall, the other in the spring of 1961. After the first year, the experiment will be evaluated to determine whether the fellowships should be continued as an annual project.

Ambitious project ■ WWL-TV New Orleans has gone into production on a two-hour taped drama called *Destroyer Escort 1016*. Offered as part of the station's public affairs programming, it will utilize only local amateur actors and is planned as the first of a series of four annually. The play will include 143 scenes, 37 sets and 51 actors, the station reports. Bob Guy, program director and winner of two California Emmy awards, will tape the show using movie techniques rather than filming scenes in sequence. It is scheduled for showing in prime time in late May.

Language series ■ The National Educational Television Film Service, Indiana U. has released a series of 13 films devoted to the study of human communications. Entitled *Language in Action*, it is presented by Dr. S.I. Hayakawa, a noted semanticist, and is designed for high school and college classes as well as for business and industrial organizations. Purchase and rental information may be obtained from NET Film Service, Indiana U. at Bloomington, Ind.

Orson's 'Caesar' ■ Orson Welles has been signed by CBS-TV to adapt and direct a modern 90-minute version of "Julius Caesar" to be slotted as a special next season. It is one of several shows to be taped in London this summer in co-production with Associated TeleVision (BROADCASTING, March 7). Julian Claman will produce show.

SAG contract: harbinger of tv demands to come?

Perhaps foreshadowing demands the Screen Actors Guild will present to producers of television entertainment films when negotiations begin next month is the increase of from 11% to 81% in minimum wage scales for players won by SAG in its negotiations with the major movie makers.

Full details of the wage increases were revealed Monday (April 18) at the mass membership meeting of screen actors at the Hollywood Palladium, where some 1,500 actors endorsed the new SAG contract with the Assn. of Motion Picture Producers and brought to an end the strike which had begun March 7. They also listed the specifics in the ballots sent to all SAG members in an official mail referendum on the contract.

The largest percentage increase—81% and in actual money from $55 to $100 goes to singers mouthing words to a playback of music previously recorded. Where the mouthing is done by groups of 17 or more singers, the increase is only to $75, or a 36% rise from the old base rate of $55. Singers as soloists and duets get a 55% boost in day minimum, from $90 to $140, with trios and quartets getting a 33% increase, from $90 to $120, and groups of five or more being upped 11%, from $90 to $100. Weekly minimums for soloists and duets go from $300 to $425, a gain of 41%, with trios and quartets getting a 28% boost, from $300 to $385, and groups of five or more rising 16.6%, from $300 to $350.

Daily minimum rate for day players and stunt men rises from $90 to $100, 11%. Weekly minimum for freelance players goes up 16.6%, from $300 to $350, and the stunt men's weekly base rate is upped 15.9%, from $345 to $400. Minimum weekly rates for term contracts rise 17.6%, from $255 to $300, for actors guaranteed work 10 out of 13 weeks, and from $185 to $250, 35%, for actors guaranteed work 20 out of 26 weeks.

As announced at the time the new terms were agreed on by the SAG and AMPP negotiators (AT DEADLINE, April 11), the producers agreed to pay actors 6% of gross receipts less 40% for distribution expenses when theatrical films are released to tv, the deduction being dropped to 10% when the picture is sold outright to tv. If pay-tv becomes a commercial reality, SAG can reopen the contract as to minimums after two years of its three-year duration, Feb. 1, 1960, to Jan. 31, 1963.

NIPPON TV SETS FOR INVASION

Small portables, some transistorized, may be on view at Chicago Parts Show

Japanese portable tv receivers, with 8-in. screens and at prices that seem ridiculously low—below $50 in one instance—are about to join the flood of Nippon pocket size radios now on the American market.

The small tube tv sets—reminiscent of early, postwar 7-in. American tv receivers—are expected to be shown at the Chicago Parts Show next month (May 16-18).

One portable, to be imported by Starlight Merchandising Corp., New York, will sell for $47.50, according to Katsumi Somaya, chief of the electronics section of the Japan Trade Center in New York. The Japanese manufacturer is not known, Mr. Somaya acknowledged. The Starlight set will be ready for market the end of July, it is believed.

A second portable, made by the famous Sony Corp. of Tokyo will sell for between $250 and $300. This will be battery-operated and transistorized it is understood. Sony handles its own distribution in the United States. No specific marketing schedule has been established for this set.

Reports of color tv receivers and tv tape recorders being imported into the United States may be overly optimistic. Color is just getting started in Japan, Mr. Somaya explained, and receivers are much more expensive than in the United States. They sell for as much as $1,500 in some cases, Mr. Somaya said.

Vtr, Too? ■ Video recorders are being made for Japanese tv stations, Mr. Somaya said, but he expressed doubt that they are ready for export.

More than 6 million Japanese radio receivers were exported to the United States in 1959, the Dept. of Commerce reported earlier this month. This compares with 2.5 million radios in 1958. Almost 4 million of 1959 total were transistorized pocket portables with three or more transistors. Over 1 million radio receivers had less than three transistors.

Altogether, more than $75 million worth of electronic products were exported by Japan to the United States in 1959, the Dept. of Commerce reported. Of this amount, $62.3 million referred to radio receivers of all types but with the bulk ($57.2 million) attributed to those with three or more transistors.

Although these figures, from the Japanese government, are dubbed exports to the United States, it's acknowledged that an unknown percentage does not come into the mainstream of American commerce. These are, it's believed, stored in bonded warehouses and trans-shipped to other countries.

By comparison, U.S. manufacturers produced 15.6 million radio receivers of all kinds in 1959. Of these, almost 4 million were portable transistorized personal sets.

RCA color glows in progress report

A glowing picture of color tv set sales was painted last week by RCA. The 1960 first quarter was termed the best in RCA history, up more than 40% over 1959. The company intends to initiate plans to double color tv production capacity, and inventories of color sets are said to be "very low."

RCA's 1960 report on color tv progress, outlined by P.J. Casella, executive vice president, RCA consumer products, pointed up these other developments:

■ RCA plans to set up a second color set production line at its Bloomington, Ind., plant.

■ RCA Electron Tube Division is currently producing more than twice as many color picture tubes as it did at this time a year ago and plans to step up production this summer.

■ Distributors are intensifying their color tv promotional activity and tv stations are supplementing regular network colorcasting with a "constantly growing volume of color programs" of local origination.

Mr. Casella said that the present sales outlook is expected to be strengthened by such factors as the replacement market, the two-set market, and the entry of other manufacturers in the color tv set field.

"The 40% increase in sales, coming as it does during a relatively slow sales season, offers solid proof of the consumer acceptance that color tv has won," Mr. Casella asserted. "Moreover, it is significant that dollar volume also has increased at a comparable rate, since the price structure in color television has been stabilized for several years."

Airborne tv plans set for 18 schools

Midwestern colleges in 18 areas of six midwestern states have been designated as a communications network for an airborne educational television project.

A committee of each of the 18 areas to be covered (a six-state area within a 200-mile radius) will be composed of members of each of the colleges in-

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volved and will help schools in the area with installation of equipment.

The airborne project which will cost $7 million is being supported by the Ford Foundation and contributions from private industry.

SPACE BROADCAST
Ten firms set for satellite launching

America's communications satellite which holds promise of transoceanic tv has been scheduled to be sent into 1,000-mile-high orbit May 5.

This was announced last week by the National Aeronautics & Space Administration.

The date was made public two weeks in advance to allow volunteer projects participants adequate time for preparations. There are 10 communications firms which have arranged to participate in the experiment (BROADCASTING, April 18).

The 100-ft. diameter aluminized balloon will be launched into orbit by a three-stage Delta vehicle. It will be injected from Cape Canaveral into a southeast orbit. Orbital plane will be inclined about 48° from the equator. It is expected to last about two weeks.

Sunny Sphere ■ Launch will be made for a time of day so the sphere will remain in continuous sunlight for about two weeks. It will carry no tracking radio beacon, but will be optically visible. The third stage of the Delta will carry a transmitter. This will broadcast on 108.06 mc for 8-10 days, the lifetime of its batteries.

The balloon, the first in a series to be attempted, will be used to reflect radio signals across the United States. Two radio sending-receiving facilities will participate: NASA's Jet Propulsion Lab at Goldstone, Calif., and Bell Telephone Lab at Holmdel, N.J. Goldstone will transmit on 2390 mc for reception at Holmdel, and Holmdel will transmit on 960 mc for reception at Goldstone.

The satellite will circle the earth every 120 minutes. It will be visible between the east and west coasts of the United States for a maximum of 16 minutes.

Big Balloon ■ The balloon, as big as a 10-story building, is made of ½ mil (0.0005 inch) thick mylar. This is coated with vapor deposited aluminum to provide radio wave reflectivity of 98% or better at frequencies up to 4,000 mc. The sphere itself weighs 150 pounds.

It is carried folded in a 28-in. capsule of the launch vehicle and is ejected when the proper height is reached. It is inflated through residual air and maintained in a spherical shape through the use of sublimating powder which provides additional gas.

Initial communications experiments will use cw transmission. This will permit checking the quality of the orbital prediction at the time. CW will also be used to perform propagation experiments (scintillations, Faraday rotation, fading and polarization). An fm, voice modulated transmission will also be used. Transmitting power will be 10 kw.

The space agency has asked $5.6 million for communications satellite experiments in the new fiscal year. NASA spent $3.1 million in fiscal 1960.

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■ Technical topics

Tv transistor ■ Emerson Radio & Phonograph Corp. has introduced a self-powered transistorized. Receiver with a direct-view 10-inch picture tube affording a viewing area of 61 square inches. It weighs approximately 28 pounds and will retail for about $250, Emerson reports. It operates on batteries which can be recharged from any AC outlet or may be operated directly from AC. The set comes in a luggage-type cabinet, is easily portable and will be offered to the public within the next few weeks, according to the company.

Tops billion mark ■ General Telephone & Electronics Corp., N.Y., reports total sales and revenues of $1,081,056,000 for the year ending Dec. 31, 1959, representing a 16% increase over the previous year. Consolidated net income applicable to the 20,996,000 average shares of common stock outstanding amounted to $71,294,000, or $3.40 per share, as compared with $58,691,000, or $3.07 per share during 1958. Sylvania Electric Products Inc., which became a part of General Telephone's manufacturing operations on March 5, 1959, was reported to have a 36% gain in net sales over the previous year.

Tape & antenna ■ RCA reports shipments of a color tv tape unit to NBC in New York and Burbank, Calif.; four monochrome tape units to Brazil, two to Fort Monmouth, N.J. (U.S. Signal Corps) and one each to WAVY-TV Portsmouth - Norfolk - Newport News, Va., and Graphic Pictures, Chicago. A superturnstile antenna was sent to KPHO-TV Phoenix and a 10-kw transmitter to KXII (TV) Ardmore, Okla.

Lenses for lease ■ Traid Corp., 17136 Ventura Blvd., Encino, Calif., has announced a new line of Pantel professional telephoto lenses with focal lengths ranging from 4 through 24 inches. Besides being available for sale, lenses can be leased or rented.

Sells plant ■ Audio Devices Inc., N.Y., which is expanding its Stamford, Conn., plants to handle increased manufacture and research in the magnetic recording tape and disc fields, has announced sale of its silicon rectifier division in Santa Ana, Calif., to Lark Corp., Dallas, Tex.

3-D color tv

Three-dimensional color tv is the invention of Albert Abramson of Sun Valley, Calif. Mr. Abramson has received a patent (No. 2931855) for what he calls a stereoscopic color tv system.

Heart of the stereoscopic system is the use of twin lenses in front of the tv camera, functioning like human eyes. The receiver incorporates ribs running vertically across the front of the cathode ray tube. The image from the camera's left lens is projected onto the left side of the tube's ridges, and those from the right lens onto the right side of the ridges. This angling, Mr. Abramson says, results in a true stereo picture effect. The patent application, filed in January 1957, was prepared by Harry R. Lubcke, west coast consulting engineer.

FATES & FORTUNES

Broadcast Advertising

Albert R. Whitman, executive vp, elected president of Campbell-Mithun Inc., succeeding **Ray O. Mithun,** who becomes board chairman. **Norman F. Best,** vp and general manager, elected executive vp, succeeding Mr. Whitman. **Lee A. Terrill,** executive vp, continues as manager of agency's Chicago office. **Phelps Johnston,** vp and director in Chicago office, resigns. He will announce future plans shortly.

John C. Strouse, formerly senior vp and account supervisor at Lennen & Newell, N.Y., joins Benton & Bowles, that city, as vp.

Langdon H. Wesley, formerly with Brown & Butcher, N.Y., to Geyer, Morey, Madden & Ballard, that city, as vp and account executive on Charles Antell products and AnDrue Labs, divisions of B.T. Babbitt Inc.

Giancarlo Rossini, tv account executive in New York office of Gardner Adv., promoted to vp.

Richard A. Stevens, vp and account executive, Fletcher Richards, Calkins & Holden Inc., N.Y., named senior vp in charge of administration.

Bernard M. Lewy elected vp of Reach, McClinton & Co. He also continues as account supervisor for Playtex division of International Latex Corp. He joined agency in 1958 as account executive.

Cleo Hovel, formerly vp and tv creative director at Campbell-Mithun, Minneapolis, to Leo Burnett Co., Chicago, as vp and assistant to **Don Tennant,** vp in charge of tv commercial department.

John D. Biggers, chairman and chief executive of Libby-Owens-Ford Glass Co. for past 30 years, retires. He will continue as director and chairman of company's finance committee.

Herbert J. Stiefel, formerly executive vp at L.H. Hartman Co., named vp and account supervisor with Charles W. Hoyt Co., N.Y.

William Siegel, advertising manager, Revlon Inc., to Schick Inc., as director of advertising.

William H. Blackman, assistant production manager of Lennen & Newell's Los Angeles office, named production manager. Other appointments: **Marvin Miller,** formerly assistant advertising manager of Capitol Records, to production department; **Bill Jong,** formerly senior art director of Erwin Wasey, Ruthrauff & Ryan, to similar position with L&N; and **Stanley Strauss** to art staff.

Dr. Ho Sheng Sun, formerly media research manager, Toni Co. Div. of The Gillette Co., Chicago, to Gordon Best Co., that city, as associate research director.

Ransom Dunnell, formerly vp and director of radio and tv for Humphrey, Alley & Richards, N.Y., to Potts-Woodbury, Kansas City, as director of radio-tv department.

Jack-Warren Ostrode, formerly program director of KDAY Los Angeles, joins Beckman•Koblitz Inc., that city, as radio-tv director.

Paul Dietz, senior copywriter of Werman & Schorr Adv., Philadelphia, appointed copy chief. Other changes: **Merrill Barr,** formerly with Ralph Hart Adv., there, joins copy department along with **Nicholas Bjornson** who was on leave of absence. **Jean Borrelli,** formerly with Newsreel Labs., film producer, joins radio-tv department as traffic supervisor.

William E. Bond joins Tracy-Locke Co., Dallas advertising agency, as art director.

Charles W. Beam joins Allen & Reynolds, Omaha, Neb., advertising agency, as account executive.

Sidney Shore, formerly copy chief and account executive at Vernon Pope, New York pr firm, to Ketchum Macleod & Grove, there, as pr account executive.

Don Naylor, formerly manager of Atlanta office of The Bolling Co., joins creative staff of McCann-Marschalk, Co., that city.

Roger W. Strecker, formerly account executive at Tatham-Laird and previously advertising manager at Cities Service Oil Co., both Chicago, appointed advertising manager for hot cereals at Quaker Oats Co., that city.

William Marlin, formerly assistant to production manager at Ellington & Co., N.Y., to Smith, Hagel & Knudsen Inc. in similar capacity.

Mrs. Frances Kennedy, vp in charge of copy at Dancer-Fitzgerald-Sample, Chicago, was chosen 1960 "Advertising Woman of the Year," there.

Curtis Fields, art director, Cockfield, Brown & Co., Montreal, joins Guild, Bascom & Bonfigli, San Francisco, in similar capacity.

George B. Norris, formerly account supervisor, McCann-Erickson, N.Y., joins Lennen & Newell, there, as ac-

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Harry E. Kinzie Jr., formerly creative director, copy chief and member of plans board at Tatham-Laird, to Needham, Louis & Brorby, Chicago, as vp and account supervisor. **Jack W. Copher,** formerly with Toni Co., to NL&B as account executive on Lever Bros. account. **Robert C. Lash,** formerly account executive at Western Adv., to NL&B in similar capacity on Massey-Ferguson account. **Gerald Eckhart,** formerly with A.C. Nielsen Co., appointed marketing supervisor at NL&B.

The Media

Joseph McMurray named general manager of KORK Las Vegas, Nev. He formerly was sales manager of KCRG Cedar Rapids, Iowa, and assistant sales manager of KOMU-TV Columbia, Mo.

R.C. (Bob) Betts, news director of KIOA Des Moines, Iowa, resigns effective May 1 to become manager of KINA Knoxville, Iowa, now under construction. Mr. Betts will be vp and board member of Mitchell Broadcasting Co., owner of new station.

MR. KLEIN

Malcolm C. Klein, formerly executive vp and general manager of WNTA-AM-FM-TV New York, to KHJ-TV Los Angeles in similar capacity, effective May 1. Previously, he had been assistant general sales manager of KABC-TV Los Angeles. No successor has been named.

Ray Bluestein named station manager of KBUZ Phoenix, Ariz. **Carl Paige** joins sales staff.

Frank Woods, formerly manager of KRAM Las Vegas, to KOLO-TV Reno, both Nevada, as commercial manager, succeeding **Don Thompson** who joins sales department of KCRA-TV Sacramento, Calif.

New senior vps at McCann-Erickson

MR. JENKINS

MR. PARK

MR. GILLIATT

Farish A. Jenkins, Neal Gilliatt and **George B. Park** promoted to senior vps at McCann-Erickson Adv. (U.S.A.). Mr. Jenkins, who joined McCann-Erickson in 1940 as trainee, continues as vp in charge of home office account service division. Mr. Gilliatt, management service director, Coca-Cola and Coca-Cola Export Co. accounts, has been with company since 1945. Mr. Park, who joined firm in 1955 as vp and senior marketing executive following 16 years with General Electric Co., continues as management service director for six accounts.

Dallas Wales, producer at KSLA-TV Shreveport, La., named production manager, succeeding **Bob Thompson** who joins Bozell & Jacobs Adv., that city.

Robert T. Lloyd, production manager for KNX Hollywood and CBS Radio Pacific Network, named director of business development for KNX-CRPN Sales Department.

Randall Clay named sales manager for WOAI San Antonio. **Joe Frazer** named account executive, succeeding **Doug Flemming** who resigned.

MR. SINCLAIR

Joseph S. (Dody) Sinclair, manager of WJAR-TV Providence, R.I., elected president of The Outlet Co., which owns WJAR-AM-TV. He has been with station since it came on the air in July 1949, and has been manager since 1957. **Bruce G. Sundlun, John H. Chafee, Edward V. Quinn, Kenneth Logowitz** and **Stuart Tucker** all elected to board of directors.

Roger K. Choquet joins Foster & Creed Inc., New England regional radio-tv rep firm. He will assist in sales and sales promotion.

Donald M. Gay named program director of KGHL Billings, Mont.

MR. MARION

Paul B. Marion, general sales manager of WBT Charlotte, N.C., promoted to managing director, effective May 1. He joined station in 1952 as promotion manager and was advanced to national sales manager in 1956.

Earl Hickerson, formerly operations director of WTVP (TV) Decatur, Ill., to KOCO-TV Oklahoma City in similar capacity.

Tony Padrez, account executive at KFMB-TV San Diego, Calif., appointed assistant local sales manager.

MR. GLETT

Charles L. Glett, vp and director of National Theatres & Television, has resigned, effective June 29 to organize his own company, which will be active in several phases of broadcasting. In addition to his duties with parent company, Mr. Glett has also been president of NT&T subsidiaries National Television Investments, National-Missouri T.V. Inc., operating company of WDAF-AM-TV Kansas City, and Williamsport Cable Co., operator of community antenna system there.

R. Douglas McLarty, production manager at WKBW-TV Buffalo, N.Y., to WRCV-TV Philadelphia in similar capacity, effective May 2.

TV NEWS from M&A ALEXANDER!

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Robert B. Martin, formerly with WJW Cleveland, to WGBS Miami as program manager.

MR. EARLY

Robert E. Early, with USIA news service for past 10 years, to CBS-TV News in Washington as information liasion officer with news media, effective May 15. Mr. Early, who will report directly to CBS News Washington vp, Ted Koop, fills expanded version of post formerly held by **Ellen Wadley,** who recently was named producer of CBS Radio's *Capitol Cloakroom.*

Dale Clark, news director of WAGA-AM-TV Atlanta, named director of news and public affairs for WAGA-TV. **Ed. Blair** named news editor and **Will Sinclair,** news announcer.

Jack Hughes named manager and **Mrs. Fran Peterson** assistant manager of WJCM Sebring, Fla.

MR. MASSIE

W. S. (Bill) Massie, commercial manager of WDAK Columbus, promoted to station manager, succeeding **Miles H. Furguson** who accepts similar capacity with WRLD West Point, both Georgia. **Allen M. Woodall Jr.** named local sales manager of WDAK.

Bette Ward, director of promotion and merchandising at Robert Allen Co., appointed to the same position with Torbet, Allen & Crane, newly formed west coast station rep firm.

Arthur J. Fox, sales service account executive for CBS-TV Network, promoted to affiliate relations department.

Frank Young joins Metropolitan Broadcasting Corp. as assistant director of publicity and special events. Prior to joining Metropolitan Mr. Young had been publicity director of NTA Film Network, manager of tv show publicity at Benton & Bowles and press director of Screen Gems.

George N. Thomas, formerly news editor of KDKA-TV Pittsburgh, to WTAE (TV), there, as executive news editor.

Paul Kaye, assistant news director of WQAM Miami, promoted to news director.

Hugh Graham, director of studio operations for CBS-TV Network, appointed director, live operations.

C. Delmar Dengate, staff member of WIP Philadelphia, promoted to assistant program manager.

Bruce Grant, formerly announcer-air personality with WGRD Grand Rapids, Mich., to WOOD-AM-TV, that city, in similar capacity.

Gideon L. Gilliam joins Atlanta Radio sales staff of The Katz Agency Inc., station rep. Formerly, Mr. Gilliam was national sales service manager of WAGA-TV Atlanta, Georgia.

Jim Wilson promoted from assistant sports director to sports director at WSBT-TV South Bend, Ind., succeeding the late **Joe Boland.**

Paul Palangi, formerly with KDKA Pittsburgh, to WTAE (TV), that city, as account executive.

M. E. (Moe) Medearis, formerly account executive with Al Maescher Adv., St. Louis, to KOLR-TV, there, in similar capacity.

Eric Bremner, assistant promotion manager of KING-TV Seattle, promoted to promotion manager. **Mel Anderson,** promotion director of King Broadcasting Co. (KING-AM-TV, KGW-AM-TV Portland, Ore., KREM-AM-FM-TV Spokane, Wash.), resigns.

Louis J. Riggio, sales consultant for CBS, promoted to director, sales development, CBS Radio.

Joyce Nix, formerly continuity writer with WINA Charlottesville, Va., to WGL Fort Wayne, Ind., in similar capacity.

Joe Fried joins WSTV Steubenville, Ohio as air personality.

Allan Brown joins WHNC New Haven, Conn., as air personality.

Mary Salvatore named personnel director of WNAC-AM-TV Boston.

Programming

Ira Gottlieb, formerly executive vp, Flamingo Films, elected president. **C.P. (Pete) Jaeger,** vp in charge of sales, becomes executive vp. **Samuel F. Rubin,** vp of parent Buckeye Corp., becomes chairman of Flamingo's board of directors.

Quinn Martin, executive producer of *The Untouchables,* signs with ABC-TV to create new program series. He will be responsible for two new pilots per year, one half-hour series and one hour series.

Kenneth E. Brighton, film editor for Marathon Tv Newsreel, becomes production manager of Newsfilm Inc., Marathon affiliate.

Robert Maxwell, independent producer, signed to long-term deal with

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

EASTERN FULL TIME 250 WATTS
Serving an area that has approximately $300,000,000.00 retail sales. Price $135,000 with $30,000 down. Balance out over an agreed upon time. **$135,000**

SUBURBAN MARKET DAYTIMER
In rich Middlewestern market. Only station licensed to this city of 50,000. Station has great capabilities which are not now being realized because of owners' other interests. Price $157,500 with 29% down payment to qualified buyers. **$157,500**

FLORIDA DAYTIMER—5,000 WATTS
Price $185,000. This station serves an area with over $400,000,000.00 retail sales and is developing very fast. Projected gross for this year will be in the neighborhood of $150,000. Terms. **$185,000**

SOUTHWEST $125,000.00
This is a 250-watter with application for 1000-watts day AM-FM combination. All equipment brand new. Will gross $90,000.00 this year. Valuable real estate. $100,000.00 if you want to pay all cash or 29% down at $125,000.00. **$100,000**

MIDWEST SINGLE STATION
Market of some 12,000 people has relatively new station, which must be sold due to conflicting interests of owners. Physical plant is superb and all new. Real good potential. Price is $115,000 all cash. Terms will be given consideration. **$115,000**

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Capital special ■ Taft Broadcasting Co., operating stations in five markets, last week opened a Washington news bureau in charge of Ralph de Toledano, according to Lawrence H. Rogers II, Taft vice president. Mr. de Toledano was guest at an April 21 reception held at the Broadcasters Club, Washington.

Taft stations are WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio; WKYT Lexington, Ky.; WBRC-AM-FM-TV Birmingham, Ala., and WBIR-AM-FM-TV Knoxville, Tenn. Mr. de Toledano is author of six books, including a biography of Vice President Richard Nixon and a best-seller, Seeds of Treason. He will write a Washington column for King features.

Left to right: Mr. de Toledano; Sen. Thruston B. Morton (R-Ky.) and Mr. Rogers.

MGM-TV. First production will be *National Velvet*, scheduled for NBC Sunday night lineup next fall.

Lionel F. Grover, production manager on animation business in Hollywood for Fred Niles Productions, Chicago-based film firm, elected vp in charge of Hollywood Div.

Jerry Hathcock appointed supervising director for all animation at UPA Pictures, Burbank, Calif. He has been in cartooning for 25 years with such studios as Walt Disney, UB Iwerks, MGM and Larry Harmon.

William J. Connelly appointed north-central area manager of Screen Gems' Syndication Dept., succeeding **William Young** who resigned. Mr. Connelly will supervise SG syndicated programs in Ohio, Indiana, Michigan, West Virginia, Kentucky and western Pennsylvania. He will headquarter in both Pittsburgh and Detroit.

Arnold Wilkes, formerly director of public affairs and education for WBAL-AM-TV Baltimore, to Milner-Fenwick (film-producer), that city, as executive producer.

Albert G. Hartigan, formerly account executive, New York division, Independent Television Corp., joins United Artists Associates as director of program development.

Louis Stoumen named associate producer of ABC-TV's forthcoming series based on Churchill memoirs.

Equipment & Eng'ring

John P. Taylor appointed manager of marketing administration, Broadcast and Television Equipment Div. for RCA. He had been manager of marketing plans and services for RCA's Industrial Electronic Products.

Dell A. Love, appointed manager-replacement tube operations for General Electric's Cathode Ray Tube Dept.

Dr. Sidney Stein, director of research and engineering for International Resistance Co., Philadelphia, elected vp.

Don Civitillo, formerly vp and general manager of Reeves Equipment Corp., New York, to Magna-Tech Electronics, there (manufacturer of sound and and photographic equipment), similar capacity.

Richard E. Krafve, executive vp and board member of Raytheon Co., Waltham, Mass., appointed president, succeeding **Charles F. Adams,** named chairman of board. Mr. Krafve previously was vp of Ford Motor Co. Mr. Adams had been president of Raytheon for 12 years.

MR. KRAFVE

MR. ADAMS

Dr. D.J. Donahue succeeds **E.O. Johnson** as manager, advanced development, RCA Semiconductor and Materials Div. Mr. Johnson becomes chief engineer.

Robert J. Noonan appointed production supervisor of Electronics Div. of American Tube Bending Co.

Leo Friedman, formerly with Radio Receptor Co., Brooklyn, to Packard Bell Electronics, Los Angeles, as assistant to director of manufacturing, Technical Products Div.

Government

William D. Dixon has been appointed legal adviser on Federal Trade Commission Guides. Mr. Dixon, who succeeds **John P. Sullivan,** has been with FTC since 1948. He was attorney in trade practices division. FTC Guides

United Press International news produces!

spell out what claims and sales practices are illegal.

Francis T. Nolan, veteran government investigator-administrator, FCC network study staff in combination investigative and legal capacity. He comes to commission from Federal Housing Administration, where he was special assistance for compliance.

International

Ross McLean, formerly film commissioner of government's National Film Board, Ottawa, and chief of film and visual information division of the United Nations Educational, Scientific and Cultural Organization at Paris, France, named program research director of Canadian Board of Broadcast Governors, Ottawa, Ont.

Orville Shugg, agricultural broadcasting director of Canadian Broadcasting Corp., Toronto, named director of sales planning and promotion of CBC.

Allied Fields

Ted Rosenberg, formerly with National Telefilm Assoc., N.Y., to Leonard F. Fellman Co. (tv sales coordination firm), Philadelphia, as director of sales.

Reed Bingham, vp and business manager of Bill Burrud Productions, Los Angeles, resigns to form own company, that city, dealing with business management services for independent producers.

Deaths

William J. Norfleet, 74, retired FCC chief accountant, died April 14 following long illness. Mr. Norfleet retired from FCC in 1955, ending 38 years of government service. He entered federal government service in 1917, joined FCC in 1935, and became chief accountant in 1936.

Jules Dion Parent, 44, vp of Young & Rubicam, N.Y., died April 16 of heart attack.

Frank A. Hinners, 66, president of Hinners-Galenek Radio Corp., Forest Hills, N.Y., died April 12.

Gorton V. Carruth, 72, formerly editor and vp of Radio Reports, New York, died April 16. He retired last year.

Mickey Lester, 60, disc jockey for CKEY Toronto, Ont., since 1942, died April 10 after long illness. He began his broadcasting career in 1941 as a disc jockey for CFRB Toronto.

FANFARE

Tv contest pays off

Trinkhaus Manor is forsaking all other media for television. The upstate New York supper club was sold after WKTV (TV) Utica-Rome staged a "deserving wife" contest, pulling 900 mail entries in three weeks. Husbands competed for six dinner-dancing "nights out" (four nights to the runner-up, baby sitters provided) by telling WKTV why their wives deserved the break.

The Manor furnished the free hospitality, but host Anthony Trinkhaus became a paying customer for tv when he saw the results of the contest. "Wherever I went, people were talking about it, even in Syracuse," the restaurateur said. Around four spots daily, minutes and thirties, drew entries from all economic levels in the Mohawk Valley. Mr. Trinkhaus said it was an eye-opener and bought a daily schedule on WKTV, vowing he would discontinue all other advertising and "go in heavily for television."

Now he's enlarging the restaurant.

Druggists, grocers like WPAT

An illustrated brochure circulated last week by WPAT Paterson, N.J., promotes results of a qualitative radio listening survey conducted last August among independent druggists and grocers in the tri-state metropolitan New York market.

WPAT commissioned Bennett-Chaikin Inc., New York marketing research firm, to evaluate and determine the impact of radio on these two groups of retailers. A total of 1,549 food store proprietors and 1,012 druggists were interviewed in their stores, with neither the interviewer nor the retailer knowing for whom the study was being conducted, WPAT said. WPAT was named the "favorite station" of both druggists and grocers, by 25% and 14% respectively, a greater proportion than for any other radio station, the survey showed. Since 1956 WPAT has had a 272% increase in gross food and drug business.

Findings of interest to other New York stations: 77% of all druggists and 75% of all grocers have radios in their stores; 82% of all druggists and 66% of all grocers have car radios; 99% of all druggists and 98% of all grocers have radios in their homes, and 43% of all druggists and 35% of all grocers own and use portable radios. WPAT adds that 30 total hours, or more, are spent by both druggists and grocers in radio listening each week.

Just for a lark ■ As a means of promoting the start of a Lark automobile advertising schedule on WHEN-AM-TV Syracuse, the station's exploitation department kicked off the new campaign by giving away low-priced larks (parakeets) to Syracuse area dealers. Dealer Ben Pepper (r.) accepts a bird from WHEN's Jack Gardner.

or approximately twice the number of total hours per week spent by the average audience in radio listening.

During 1960 WPAT's promotional activity will be directed to translating the retailers' loyalty to radio to "solid in-store support" for the food and drug products advertised on WPAT.

Turnabout is fair play

Federal legislators who traditionally are on the sending end of newsletters, have suddenly found themselves on the receiving end.

In an unusual turnabout, KRAK, Stockton-Sacramento has begun to publish a weekly newsletter, "California This Week," under the editorship of News Director Don Hughes.

Highlights of important events throughout the state are included in the newsletter which is being mailed to California's two Senators and 30 Congressmen.

Sound around the globe

Although WBCK Battle Creek, Mich., is only a 1000-watt station, it claims its call letters are known throughout the world. It achieved this international fame, it said, through a contest to promote NBC's "Sound of the Sixties." Listeners were asked to write a letter describing WBCK's "sound" and send it to a friend or acquaintance anywhere in the world. Recipients were to write a covering letter and return the whole thing to WBCK. The station reports that letters poured in from 15 different foreign countries and from all over the United States. Transistor radios were presented to those whose letters traveled farthest in the U.S. and in the world. Those who returned winning letters got record albums. Grand prize winner was a junior high school girl who wrote a letter to the public library in Perth, Australia, asking that it be turned over to a girl her own age. Her ingenious plan worked.

■ Drumbeat

Joint celebration ■ WDSM-TV Superior, Wis., in commemoration of its sixth anniversary, invited all couples in its viewing area who were married in the first week of March 1954 to celebrate with the station. The party included a tour of the station, a dinner with special 6-candled cake and appropriate gifts to all guests.

INTERNATIONAL

5 VIE FOR EDMONTON'S CH. 5

CBC, turning competitor, among hopefuls

Five applicants for a ch. 5 television station at Edmonton, Alta., will present their cases before the Board of Broadcast Governors at Edmonton's Macdonald Hotel on May 10. Three other applications for tv stations will be heard at the same session, two for a ch. 3 station at Prince George, B.C., and one for a satellite station at Pembroke, Ont.

Canadian Broadcasting Corp. is applying for the Edmonton station with 318 kw video and 159 kw audio power, and antenna 669 feet above average terrain. This is first application by CBC, the former regulatory body, for a tv station in competition with independently owned CFRN-TV Edmonton, which carries CBC programs.

Other Edmonton applicants are CHED Edmonton, for 210 kw video and 120 kw audio; Edmonton Video Ltd., with Gerry Gaetz, CJCA Edmonton, for 191 kw video and 91 kw audio; Mayfair Broadcasting Co. Ltd., for 200 kw video and 100 kw audio; and Northgate Broadcasting Co. Ltd., for 52.7 kw video and 26.3 kw audio.

At Prince George, B.C., Aurora Tv Ltd., is applying for ch. 3 with 417 watts video and 208 watts audio. Other applicant is CKPG Prince George, B.C., with 210 watts video and 114 watts audio.

CBC is applying for a satellite tv station on ch. 5, to carry programs of CBOT (TV) Ottawa, Ont. Application is for 1,381 watts video and 690.5 watts audio power with antenna 438 feet above average terrain.

CFCW Camrose, Alta., is requesting a power boost to 10 kw and frequency change from 1230 kc to 790 kc, and change of antenna site.

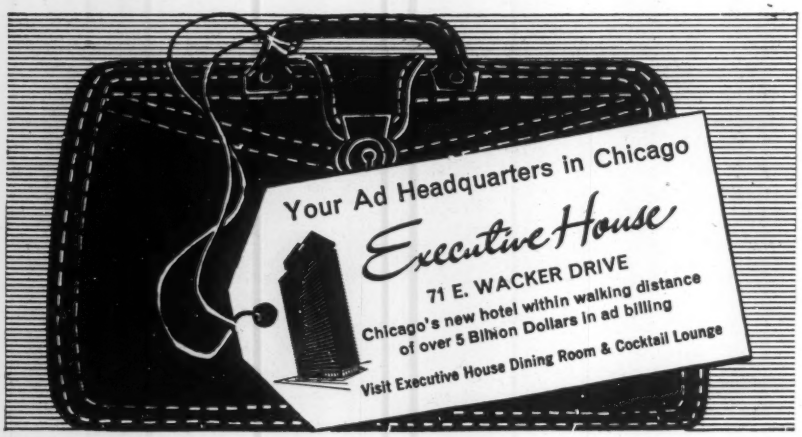
CFRN Edmonton, Alta., is asking for a power boost from 10 kw to 50 kw on 1260 kc, and change of antenna site. CFRN-FM wants to boost power to 810 watts on 100.3 mc and change antenna site.

CBC is requesting changes for three low power relay stations, at Digby, N.S., 40 watts on 990 kc, change antenna site; at Kirkland Lake, Ont., change in frequency of 40 watts station from 1450 kc to 1090 kc; and at Vanderhoof, B.C., change in frequency of 20 watts relay station from 860 kc to 580 kc.

On May 16 at the Palliser Hotel, Calgary, Alta., the BBG will hold hearings for two applicants for a tv station at Calgary on ch. 4. At present CHCT-TV is the only station at Calgary. Applicants for a second station are CFCN Calgary, for 55 kw video and 27.5 kw audio, and Chinook Communications Ltd., for 100 kw video and 50 kw audio.

At Calgary, BBG will also hear applications for a new radio station at Vancouver, B.C., by Russell Charles Reid on behalf of Family Broadcasting Corp. Ltd., for 10 kw on 1070 kc; for fm license for CFPA Port Arthur, Ont., with 50 watts on 102.7 mc; for increase in power of CKTR Three Rivers, Que., to 10 kw daytime, 1 kw night on 1150 kc; for increase in power by CJIC Sault Ste. Marie, Ont., from 250 watts on 1050 kc, to 10 kw day and 2.5 kw night, and for Humber Valley Broadcasting Ltd., Corner Brook, Nfld., licensed for 1 kw on 560 kc to change to 570 kc, before station goes on the air.

BBG will also hear ownership change applications of CKCO-TV Kitchener, Ont., and CHNS Halifax, N.S.


Your Ad Headquarters in Chicago
Executive House
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Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

Central America plan to be given by ABC

American Broadcasting Co.'s International Div. will launch sales presentations in Mexico City and Chicago this week on behalf of Cadena Centroamericana, the Central American Television Network which is owned jointly by the Central American stations and AB-PT Inc. Countries represented in the network, which was formed last February, are Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua.

On Wednesday (April 27), at the Continental Hilton Hotel in Mexico City, agency and advertising executives will hear the CATVN presentation delivered in Spanish by Kevin Corrigan, ABC International Div. account executive, and William Campbell of TGBOL-TV Guatemala. On Friday (April 29) the network sales promotion story, which was prepared by ABC-TV's sales development department, will be given in Chicago at the Sheraton-Blackstone.

Both sessions will be attended by Donald W. Coyle, ABC vice president in charge of the International Div.; Mr. Corrigan; John H. Mitchell, manager of CATVN; and Bert Briller, director of sales development for ABC-TV.

According to Mr. Coyle, Cadena Centroamericana is to be operated under policies similar to those used by U.S. tv networks, with both network and local station time procedures. The stations are not currently connected by cable, but facilities are available for immediate interconnection of several of the markets, it is reported.

CFCF-TV plans start

CFCF-TV Montreal, recently granted tv station, expects to start operations in January 1961. It will operate on ch. 12 with 325 kw video and 160 kw audio power according to R.E. Misener, manager of CFCF who will head tv station. No date has been set for start of operations of ch. 10 French-language station with 325 kw video and 195 kw audio, licensed to Paul L'Anglais and Associates. Both stations will use a common tv tower with CBMT and CBFT Montreal and fm stations in the Montreal area. The tower will be located on Mount Royal, overlooking and in the center of Canada's largest city.

New libel law

Legislation which affords protection to radio and television stations and newspapers sued for carrying defamatory statements, has been given final approval by the Nova Scotia provincial legislature at Halifax. The Defamation Act replaces a libel law which dealt only with newspapers. Defamatory statements carried by radio or television stations now will be classed as libel rather than the less serious slander.

Any of the media sued for defamation may prove mitigation of damages that no actual malice or gross negligence was involved in carrying a news story, provided a retraction or apology is given equal prominence. Plaintiffs could obtain only special damage if it appears in trial that the matter was carried in good faith, that there were reasonable grounds to assume it would benefit the public, that it was carried in "mistake or misapprehension of the facts" or that a retraction or apology were carried before trial began.

Canadian M.P. wants government censor

Establishment of a government-controlled censorship board was proposed in the Canadian House of Commons at Ottawa by J. N. Tremblay, Progressive-Conservative member for Roberval, Que. In a scathing attack on Canadian Broadcasting Corp. programming and management, he warned the House of Commons that if the CBC wasn't reformed, it would become a millstone around the government's neck and a threat to security.

The CBC had become a "state within a state" and if any member of Parliament criticised how it spent the public's money, it was labelled political interference, Tremblay stated. He also urged that CBC employees be placed on the same footing as civil servants, "so Parliament can have more control over them." He urged that CBC's budget be included in government estimates for detailed examination by Parliament. He felt that some of CBC's programs were an "outrageous caricature" of the life, morals and language of French-Canadians.

■ Abroad in brief

Soviet bloc tv ■ The Swiss Post Office has published a listing of the number of television stations in Eastern Europe. Figures show the Soviet Union with 91 stations, East Germany with 21. West Germany, in contrast, reports 191 tv stations operating, with 3,375,000 receivers in use. East Germany reports 502,600 receivers in operation. Figures were tabulated as of Jan. 1, 1960. Other countries: Bulgaria, 1 station, 1,500 receivers; Yugoslavia, 5 stations, 12,000 receivers; Poland, 6 stations, 183,000 receivers; Rumania, 2 stations, 22,000 receivers; Czechoslovakia, 6 stations, 450,000 receivers; and Hungary, 3 stations, 50,000 receivers. All Soviet sphere countries

PROMINENT BROADCASTERS Choose Stainless TOWERS

Ben McLaughlin, Vice President and General Manager

WICU CHANNEL 12
ERIE, PENNA.

Mike Csop, Chief Engineer

And here are their reasons:
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Ask today for free literature and information.

Stainless, inc.
NORTH WALES · PENNSYLVANIA

have doubled the number of receivers operating since the report of January, 1959.

New data ■ Data on cumulative households tuned to Canadian radio stations Monday-Friday by half-hour and three-hour periods will be shown on the spring 1960 reports of the co-operative Bureau of Broadcast Measurement, Toronto. These figures will be shown for each station, in addition to the estimated households tuned to each station by half-hour periods for each day of the week. The addition will be made to the radio station reports only for the time being, according to BBM's director of research and development, W. L. Hudson.

Films for Brasilia ■ Fremantle International, N.Y., reports that it has completed "the first sale" of U.S. tv films to TV-Alvorada, which is set to go on the air in the new capital of Brasilia, Brazil on April 21. Films sold by Fremantle include "cartoon classics," "jungle," "movie museum," "big fights" and films of the National Film Board of Canada.

Changing hands ■ Crombie Adv. Co. Ltd., Toronto, has bought 39-year-old A.J. Denne & Co. Ltd., Toronto advertising agency. Founder, A.J. Denne, is now 86 years old. Prior to starting his agency in 1921 he worked for McKim Adv. Ltd., and J. Walter Thompson Co. Ltd., Toronto.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 7 through April 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

APPLICATION

Wilmington, Del.—National Telefilm Assoc. Inc. vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 886 ft., above ground 915 ft. Estimated construction cost $1,150,240, first year operating cost $750,000 revenue $750,000. Post Office address 10 Columbus Circle, New York, N.Y. Studio location Wilmington, Del., site to be determined. Transmitter location Clayton, N.J. Geographic coordinates 39° 40′ 26″ N. Lat., 75° 05′ 20″ W. Long. Transmitter RCA TT-50AH, antenna RCA TF-12BH. Legal counsel Pierson, Ball & Dowd, Washington, D.C. Consulting engineer Paul Godley, Great Notch, N.Y. National Telefilm is 90% owned by **National Theatres, Inc., John Bertero,** president. National Theatres owns WDAF-AM-TV Kansas City, Mo., holds 90% interest in WNTA-AM-FM-TV Newark, N.J. and KMSP-TV Minneapolis. Ann. April 15.

New Am Stations

APPLICATIONS

West Hartford, Conn.—Pioneer States Bcstrs. Inc. 990 kc, .5 kw D. Post office address 127 Main St., Torrington, Conn. Estimated construction cost $7,500, first year operating cost $75,000, revenue $100,000. Principals include **Bernard J. Zucker,** 92%, and **Rogers B. Holt,** 8%. Mr. Holt has interest in WBZY Torrington, Conn. Mr. Zucker is associated with WNAB Bridgeport and WATR Waterbury, both Connecticut. Ann. April 20.

Aurora, Mo.—B. J. Hart. 940 kc, 500 w D. Post office address B. J. Hart, Box 310, Mt. Vernon, Mo. Estimated construction cost $27,000, first year operating cost $30,000, revenue $35,000. Applicant is in varied business including oil. Ann. April 20.

San Antonio, Tex.—Pacific Bcstg. Assoc. 1540 kc, 10 kw D. Post office address 219 Atherton Ave., Atherton, Calif. Estimated construction cost $63,550, first year operating cost $120,000, revenue $150,000. Principals are **Edward H. Heller,** 75%, and **John J. Holwerda,** 25%. Mr. Holwerda is in coal business. Mr. Heller is associated with KRRC Portland, Ore., KPFA Berkeley and KPFK Pasadena, both California. Ann. April 20.

Mead, Wash.—Crown Bcstg. Co. 1950 kc, 1 kw D. Post office address 1010 Old National Bank Bldg., Spokane, Wash. Estimated construction cost $11,200, first year operating cost $42,000, revenue $54,000. Principals include **W. Kenneth Glidden,** 50%, **Robert D. Dellwo,** 35%, and others. Mr. Glidden is cattle rancher. Mr. Dellwo is electrical engineer. Ann. April 20.

Madison, Wis.—U. of Wisconsin. 750 kc, 10 kw LS. Post office address Radio Hall, U. W. Campus, Madison, Wis. Estimated construction cost $33,000. Station will be non-commercial operation. Ann. April 20.

Existing Am Stations

ACTIONS BY FCC

KPRK, Livingston, Mont.—Granted change from unlimited time to specified hours, continuing operation on 1340 kc, 250 w. Ann. April 20.

WLVL Louisville, Ky.—Granted SCA to engage in functional music operation on multiplex basis. Ann. April 20.

New Fm Stations

APPLICATIONS

Forrest City, Ark.—Forrest City Bcstg. Co. 93.3 mc, .671 kw. Post office address Box 707, Forrest City, Ark. Estimated construction cost $4,700, first year operating cost $5,000, revenue $3,000. Principals include **William Fogg,** 36%, **Jack Bridgforth,** 28%, and others, owners of KXJK Forrest City, Ark. Ann. April 13.

Washington, D.C.—Georgetown College. 90.1 mc, .841 kw. P.O. address 37th & O Streets N.W., Copley Hall, Washington, D.C. Estimated construction cost $9,050, first year operating cost $3,000. Non-commercial, educational. Ann. April 9.

Franklin, Ind.—Franklin College—89.3 mc, .01 kw. P.O. address Cline Hall. Franklin College, Franklin, Ind. Estimated construction cost $3,215, first year operating cost $1,000. Non-commercial, educational. Ann. April 9.

Lansing, Il.—Gordon Boss & Assoc. 106.3 mc, 1 kw. P.O. address 16415 Evans Ave., South Holland, Ill. Estimated construction cost $14,611, first year operating cost $12,500, revenue $20,000. Principals include **Gordon D. Boss, Harold D. Botma, William H. Botma** and **Joseph J. Van Schouwen,** 25% each. Mr. Boss is in tv sales and service. Mr. Harold Botma is music teacher. Mr. William Botma is owner of collection agency. Mr. Van Schouwen is barber. Ann. April 18.

Cedar Falls, Iowa—Iowa State Teachers College. 88.1 mc, .00955 kw. P.O. address Auditorium Bldg., Iowa State Teachers, Cedar Falls, Iowa. Estimated construction cost $2,198, first year operating cost $1,700. Non-commercial, educational. Ann. April 9.

Buffalo, N.Y.—WKBW Inc. 100.5 mc, 28.2 kw. P.O. address 1430 Main St., Buffalo, N.Y. Estimated construction cost $34,169, first year operating cost $10,000. Principals include Clinton D. Churchill, owner of WKBW Buffalo, and 51% owner of WKBW-TV. Ann. April 20.

Westerly, R.I.—Rhode Island-Connecticut Radio Corp., 103.7 mc, 5 kw. P.O. address 11 Railroad Ave., Westerly, R.I. Estimated construction cost $13,145. Principals are **Dr. Augustine L. Cavallaro,** 62½%, and **Augustine L. Cavallaro Jr.,** 37½%, owners of WERI Westerly, R.I.. Ann. April 13.

Dallas, Tex.—Merchants Bcstg. System Inc., 94.1 mc, 4.82 kw. P.O. address 605 Wynnewood Village North, Dallas, Tex. Estimated construction cost $16,768, first year operating cost $23,452, revenue $36,000. Principals include **Mr. & Mrs. Charles E. Ames,** 68.15%, **Ellis D. Ames,** 16.85%, and others. Charles Ames is in sound equipment sales. Ellis D. Ames is owner of adjustment business. Ann. April 18.

Portsmouth, Va.—Tidewater Teleradio Inc., 98.9 mc, 25.83 kw. P.O. address 801 Middle St., Portsmouth, Va. Estimated construction cost $43,870, first year operating cost $20,000, revenue $40,000. Principals include **J. Glen Taylor, George T. McLean, Richard B. Spindle, William M. Camp** and others, none holding over 10%. Tidewater is licensee of WAVY-AM-TV Portsmouth, Va. Ann. April 15.

Lynden, Wash.—Sidney Baron, 106.5 mc, 1.18 kw. P.O. address 525 Front St., Lynden, Wash. Estimated construction cost $6,820, first year operating cost $6,400, revenue $6,500. Applicant is in electronic equipment sales and service. Ann. April 20.

Existing Fm Stations

ACTION BY FCC

WERE-FM Cleveland, Ohio—Granted SCA to engage in functional music operation on multiplex basis. Ann. April 20.

APPLICATIONS

WBRC-FM Birmingham, Ala.—Cp to decrease ERP from 15.5 kw to 12.9 kw, increase ant. height above average terrain from 900 ft. to 1114.5 ft. and make changes in ant. system. Ann. April 15.

KOOL-FM Phoenix, Ariz.—Mod. of cp for extension of completion date. Ann. April 15.

WGBS-FM Miami, Fla.—Mod. of cp (which authorized increase in ERP and ant. height

above average terrain, change type trans. and ant., change trans. location and remote control point) to change type trans. and make changes in transmitting equipment. Ann. April 15.

WBAA-FM West Lafayette, Ind.—Mod. of cp for extension of completion date. Ann. April 15.

WAMC Albany, N.Y.—Cp to change frequency from 90.7 mc, ch. 214 to 90.3 mc, ch. 212. (Contingent on grant of cp for new non-commercial educational fm station in Amherst, Mass. Ann. April 15.

WBAY-FM Green Bay, Wis.—Mod. of cp for extension of completion date. Ann. April 15.

Ownership Changes

ACTIONS BY FCC

KTCN Berryville, Ark.—Granted assignment of license to **Ernest M.** and **Letajo Howard, Mary R.** and **Walter M. Fuller Jr.,** and **Mrs. E. Louise Lymbery; T.W. Rogers** and **Fred Ward** to sell their two-thirds interest to Howards and Fullers for $30,000; Mrs. Lymbery to retain her one-third interest. Ann. April 20.

WRDW-TV Augusta, Ga.—Granted assignment of licenses to **WPIT Inc.** (WPIT-AM-FM Pittsburgh, Pa., and WSOL Tampa, Fla.); consideration $1,575,000, including real estate and equipment. Comr. Bartley dissented. Some assignee stockholders own 59.41% interest in WSTV Inc., licensee of WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-FM Joplin, Mo.; WBOY-AM-TV Clarksburg, W.Va.; KMLB-AM-FM Monroe, La.; WPAP and WAAM-FM Parkersburg, W.Va., and 70% interest in WRGP-TV Chattanooga, Tenn.; also four assignee stockholders own WHTO-TV Atlantic City, N.J. Ann. April 20.

WSBS Great Barrington, Mass.—Granted (1) renewal of license and (2) assignment of license to WSBS. **The Berkshires Inc.** (**J. Leo Dowd,** president); consideration $115,-175. Ann. April 20.

WAYX Waycross, Ga.—Granted transfer of control to **Eva W. Jemison** and **Charles N.** and **Bettie W. Mayo** (family group) in settlement of estate of Jack Williams, deceased. Ann. April 20.

WTNC-AM-FM Thomasville, N.C.—Granted transfer of control to **Evelyn L. Van Landingham** in settlement of estate of **George W. Lyles,** deceased. Ann. April 20.

WCBG Chambersburg, Pa.—Granted transfer of control from **James R. Reese Jr.,** to **Norman E. Messner, Lester Grenewalt, John H. Norris** and **Samuel Youse;** consideration $80,000 for 80% interest. Messrs. Grenewalt, Norris, and Youse have interest in WGSA Ephrata, Pa., and WABW Annapolis, Md. Ann. April 20.

WKYN Rio Piedras, P.R.—Granted assignment of cp to **Quality Bcstg. Corp.;** stock transaction. Ann. April 20.

WRKH Rockwood, Tenn.—Granted assignment of license from **Herman** and **Kay Spivey** to **Blue Ridge Bcstg. Co.** (WSNW-AM-FM Seneca, S.C., and stockholders have interest in WLFA and WLOM-FM LaFayette, Ga., WBAW Barnwell, S.C., WSSC Sumter, S.C., and WBHC Hampton, S.C.); consideration $67,000. Comr. Bartley dissented. Ann. April 20.

KSIJ Gladewater, Tex.—Granted assignment of license from **Frank O. Myers** to **Ellis E.** and **Rayford G. Tidmore** and **Derwin W. Morton,** d/b as **Golden Triangle Enterprises;** consideration $79,500. Ann. April 20.

APPLICATIONS

WHCT (TV) Hartford, Conn.—Seeks assignment of license from **Capitol Bcstg. Inc.** to **Hartford Phonevision Co.** for $150,000 for non-tangible and non-fixed assets and lease from Capitol of tangible and fixed assets. Capitol also obtains option to purchase 10% of Hartford Phonevision for $5,000 and first refusal rights of WHCT in event station is sold. Hartford is 100% owned by **RKO General Inc.** Ann. April 20.

WFBS Ft. Walton Beach, Fla.—Seeks assignment of license from **West Florida Bcstg. Service** to **Smith Radio Inc.** for $100,-000. Purchasers are **M.D. Smith III,** 51%, **Elizabeth Jones Smith,** 25%, and **M.D. Smith IV,** 24%, owners of WJIG Tullahoma, Tenn., and WAAY Huntsville, Ala. Ann. April 20.

WSIP Paintsville, Ky.—Seeks assignment of license of **Big Sandy Bcstg. Co.** from **Ted Arnold Silvert** and **Anna Ruth Silvert,** sole owners, **James D. Cox, Tom Cox, Mort Mullins, Park West,** 12½% each, **Dr. Hershel B. Murray** and **Paul G. Fyffe,** 25% each, for $150,000. Messrs. Cox are in automobile sales. Messrs. Mullins and West are drilling contractors. Dr. Murray is physician and Mr. Fyffe is employe of WSIP Paintsville, Ky. Ann. April 18.

KLGA Algona, Iowa—Seeks assignment of license from **Kossuth County Bcstg. Co.** to **KLGA Inc.** for $80,000. Purchasers are **Robert W. Behling, Harry C. Snyder,** and **Robert A. Wilson,** 33⅓% each. Mr. Wilson is employe of KLEM Le Mars, Iowa. Mr. Snyder is 50% owner of KHUB Fremont, Neb. Mr. Behling is employe of KHUB. Ann. April 13.

CORRECTION

WMBD-AM-FM-TV Peoria, Ill.—Seeks assignment of licenses from **WMBD Inc.** to **Midwest Tv Inc.** for $1,850,000 plus $229,000 to be paid **Charles C. Caley** (former owner, with **John E. Fetzer**) for agreement not to compete within 50 miles for eight years. Midwest stockholders are **August C. Meyer,** 24.9%, **Clara R. Meyer,** 26.1%, **Helen M. Stevick,** 10%, **Marajean Stevick Chinigo,** 10%, **Illinois Bcstg. Co.,** 20%, plus six other stockholders none of whom hold more than 5%. Midwest is licensee of WCIA (TV) Champaign, Ill. Helen Stevick and Marajean Chinigo are owners of WDWS-AM-FM Champaign, Ill. (Champaign News Gazette). Illinois Bcstg. is subsidiary of **Lindsay-Schaub Newspapers Inc.** which is 27% owned by **Frank M. Lindsay** and family, stockholder in WGEM-AM-FM-TV Quincy, Ill. Illinois Bcstg. is licensee of WSOY-AM-FM Decatur, WVLN-AM-FM Onley, WSEI (FM) Effingham, all Illinois. Station was erroneously reported sold in this column for $135,000. An earlier notice (BROADCASTING, March 21) correctly noted the sale.

KANO Anoka, Minn.—Seeks assignment of license from **Anoka Bcstg.** to **Northwest Bcstg. Co.** for $75,000 plus assumption of $5,292 real estate mortgage. Purchasers are **Frank R. Hunt Jr.** and **Richard B. Ahern,** equal partners. Mr. Hunt is employe of WTCN Minneapolis. Mr. Ahern is in photographic equipment. Ann. April 20.

KDOM Windom, Minn.—Seeks transfer of control of **KDOM Inc.** from **Eugene H. Frisk,** 35.7%, **Robert D. Thompson,** 35% and **Paul C. Lund,** 29.3%, to **Robert D. Thompson,** 54.4% and **Paul C. Lund,** 45.6%, for $4,400. Ann. April 13.

KOCW Tulsa, Okla.—Seeks transfer of control of **Grayhill Inc.** from **Claude H. Hill,** 89.9%, **Meredith R. Gray,** 9.9%, others, for $7,500. Ann. April 18.

WFLN-AM-FM Philadelphia, Pa.—Seeks assignment of license of **Franklin Bcstg. Co.** from **Lawrence M.C. Smith,** sole owner, to Mr. Smith, 75%, and **Raymond S. Green,** 25%, for $15,000. Mr. Green is general manager of WFLN-AM-FM. Ann. April 13.

WLBG Laurens, S. C.—Seeks assignment of license from **Laurens-Clinton Bcstg. Co.** to **Laurens-Clinton Bcstg. Inc.** (a corporation). No financial consideration involved. Ann. April 20.

WJHL-AM-FM Johnson City, Tenn.—Seeks assignment of license from **WJHL Inc.** to **Tri-Cities Bcstg. Inc.** for $230,000. Purchasers are **James C. Wilson,** 57%, and **Josephine D. Wilson,** 43%. The Wilsons are in retail appliances and heating systems. Ann. April 15.

KAYG Lakewood, Wash.—Seeks involuntary assignment of license from **KFHA Inc.** to **Marvin A. Young,** receiver for KFHA Inc. No stock transfer involved. Ann. April 13.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner Forest L. McClenning issued supplemental initial decision looking toward granting application of Star of the Plain Bcstg. Co. for new am station to operate on 1050 kc, 250 w, D, in Slaton, Tex., and denial of application of Plainview Radio for new am station to operate on same frequency with 1 kw, D, DA, in Plainview, Tex. This further proceeding arose upon remand from United States Court of Appeals. Ann. April 20.

■ By Order, commission made effective immediately March 8 initial decision and granted application of Santa Rosa Bcstg. Co. for new am station to operate on 1460 kc, 1 kw DA, D, in Santa Rosa, Calif. Ann. April 20.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Tri State Bcstg. Co. to increase daytime power of station WONW Defiance, Ohio, from 500 w to 1 kw and install new trans., continuing operation on 1280 kc, 500 w-N, DA-N.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petitions by the National

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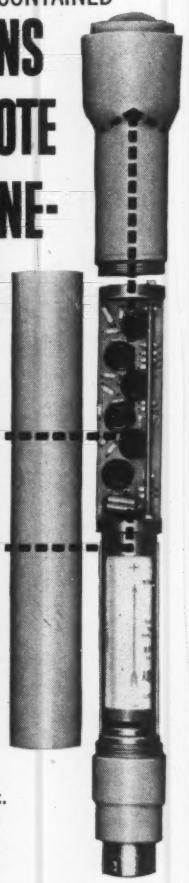

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 20

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,407	66	76	835
FM	650	72	178	117
TV	472	55	105	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 20

	VHF	UHF	TV
Commercial	449	77	526
Non-commercial	33	11	44

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1960

	AM	FM	TV
Licensed (all on air)	3,406	648	472[1]
CPs on air (new stations)	59	51	55[2]
CPs not on air (new stations)	81	152	97
Total authorized stations	3,546	867	672
Applications for new stations (not in hearing)	609	77	49
Applications for new stations (in hearing)	214	38	70
Total applications for new stations	823	115	119
Applications for major changes (not in hearing)	686	40	32
Applications for major changes (in hearing)	194	9	19
Total applications for major changes	880	49	51
Licenses deleted	0	0	0
CPs deleted	0	3	8

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Bcstg. Co.; Metropolitan Television Co. (KOA-TV) Denver, Colo.; General Electric Co. (tv station WRGB) Schenectady, N.Y.; Pulitzer Publishing Co. (KSD-TV) St. Louis, Mo., and W.A.V.E. Inc. (WAVE-TV) Louisville, Ky., for reconsideration of Oct. 30, 1959 report and order amending Sec. 3.658 of tv broadcast rules to (1) prohibit tv networks from serving as national spot representatives of their affiliated stations, and (2) provide grace period until December 31, 1961 during which tv networks engaged in this practice may continue to serve stations they new represent in national spot field. Various petitions for oral argument were also denied. Ann. April 14.

■ By memorandum opinion and order, commission granted petition by Newton Bcstg. Co., Newton, Mass., insofar as permitting examiner to enlarge issues in consolidated proceeding on am applications of Consolidated Bcstg. Industries Inc., Natick, Mass., et al., to include determination of availability of funds; denied Newton's petitions in other respects; and dismissed for untimely filing request of Berkshire Bcstg. Corp., Hartford, Conn., for enlargement of issues. By separate memorandum opinion and order in same proceeding, commission, on its own motion, amended issues to, among other changes, include inquiry into community status of Hartfcrd and West Hartford and add standard comparative issue as to those cities as well as to Newton, Natick, and Dedham, all Massachusetts; denied petition by Transcript Press Inc., Dedham, and granted petition by Newton Bcstg. Co., Newton, both Massachusetts, to extent indicated in memorandum opinion. Ann. April 20.

■ By memorandum opinion and order, commission granted petition by Grundy Bcstg. Co. and deleted its application for new am station in Morris, Ill., from Sec. 307(b) consideration in issue 21 in consolidated proceeding. Ann. April 24.

■ By order, commission stayed effective date of March 7 initial decision which looked toward granting (1) application of Catskills Bcstg. Co. for new am station to operate on 1370 kc, 500 w, D, in Ellenville, N.Y., and (2) petition by Ellenville Bcstg. Co. to dismiss without prejudice its application for same facilities pending further review by commission. Com. Cross dissented. Ann. April 20.

■ By memorandum opinion and order, commission denied petition by David L. Kurtz for immediate grant of his application for new fm station in Philadelphia, Pa., and that of Brandywine Bcstg. Corp. for new fm station in Media, Pa., which are in consolidated hearings. Ann. April 20.

■ By memorandum opinion and order, commission denied petition by Harlan Murrelle and Assoc. for deletion of financial qualification issue in connection with its application for new am station in Lakewood, N.J., in consolidated proceeding. Ann. April 20.

■ By report and order, commission amended tv table of assignments by adding ch. 2 and *5 (educational) to Reno, Nev., and made ch. 21 (now educational) commercial there, effective May 31. No change in any existing assignment or authorization was necessary to effect these changes. Reno will then have ch. 2, 4 (six applications pending), *5 (educational), 8 (KOLO-TV), 21 and 27. Commission is continuing its study in this proceeding on conflicting proposals to add VHF assignment in northern California. Comr. Cross concurred with statement. Ann. April 20.

■ Commission invites comments by May 20 to notice of proposed rule making looking toward assigning ch. 26 to Hanover, N.H., and ch. 20 to Waterbury, Conn. It invites substituting (1) ch. 55 for ch. 27 in Stamford-Norwalk, Conn., (2) ch. 20 for ch. 53 in Waterbury, (3) ch. 27 for ch. 20 in Worcester, Mass., (4) ch. 52 for ch. 26 in Berlin, N.H.; deleting ch. *27 (educational) from Hanover and adding *20 (educational) and 26 there; substituting ch. 47 for ch. 20 in Malone, N.Y. Consideration of any mod. of outstanding authorizations will be dealt with later. These proposed channel shifts differ slightly from those contained in basic petitions by Springfield Tv Bcstg. Corp. and WATR Inc. Ann. April 20.

■ Commission invites comments by May 20 to proposed rulemaking which would enable daytime-only am stations to sign off at 6 p.m. local time instead of local sunset provided they meet minimum hours of required operation (two-thirds of their authorized hours) between 6 a.m. and 6 p.m. This would eliminate necessity of daytime stations seeking waiver of Sec. 3.71 of rules to permit them to sign off the air at 6 p.m. during months their sunset time is later than 6 p.m. These stations claim it is uneconomic for them to operate after 6 p.m.

Same rulemaking also proposes amending Sec. 3.71, 3.261 and 3.651 of broadcast rules concerning minimum operating requirements so as to no longer require am, fm and tv stations to notify commission when they go off air because of technical difficulties for short periods that will not permit them meeting their minimum hours of required operation. Ann. April 20.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Medford Bcstrs. Inc.

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(KDOV) Medford, Ore., for extension of time to May 13 to respond to petition to enlarge issues by Rogue Valley Bcstrs Inc. (KWIN) Ashland, Ore., in proceeding on their am applications, et al. Action April 19.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following proceedings on dates shown: **May 20:** Application for relinquishment of positive control of WJPB-TV Inc., permitee of WJPB-TV (ch. 5) Weston, W.Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby; **June 13:** Am applications of Brockway Co. (WMSA) Massena, N.Y., et al., Wilmer E. Huffman, Pratt, Kans., et al., Brandywine Bcstg. Corp., Media, Pa., et al., **June 20:** Am application of Pioneer Bcstg. Co. (KNOW) Austin, Tex.; **June 21:** applications of Taliesin Bcstg. Co. and Douglas G. Oviatt & Son Inc., for new fm stations in Cleveland, Ohio. Actions April 14.

■ Granted petition by Plains Radio Bcstg. Co., for dismissal without prejudice of its application and retained in hearing status application of Jacob Wilson Henock both for new fm stations in Detroit, Mich. Action April 14.

■ Continued oral argument from April 18 to April 20 on petition by KOWBoy Bcstg. Co. (KOWB) Laramie, Wyo., for leave to intervene in proceeding on am applications of Laramie Bcstrs, Larmie, et al. Action April 15.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for April 25 in proceeding on applications of Lake Huron Bcstg. Corp. and Gerity Bcstg. Co. for new tv stations to operate on ch. 9 in Alpena, Mich. Action April 14.

■ Scheduled further hearing conference for April 21 in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc., for new am stations in Salina, Kans. Action April 15.

By Hearing Examiner Thomas H. Donahue

■ Granted request by Bible Institute of Los Angeles Inc. (KBBI) Los Angeles, Calif. for continuance of hearing from April 14 to April 28 in proceeding on its application for fm facilities, et al. Action April 14.

By Hearing Examiner Charles J. Frederick

■ Continued without date further hearing in proceeding on applications of Alvarado Tv Co. (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) Tucson, Ariz. Action April 14.

By Hearing Examiner Walther W. Guenther

■ Granted requests by WMFJ Inc. (WMFJ) Daytona Beach, Fla., and extended from April 12 to April 19 for exchange of its engineering exhibits and from April 19 to April 26 for informal engineering conference in proceeding on its application, et al. Action April 13.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Service Bcstg. Co. for leave to amend its application for new am station in Concord, Calif., to make changes in showing of its officers, directors, stockholders and proposed financing. Action April 14.

■ Granted petition by Kentuckiana Tv Inc., and continued hearing from May 23 to July 25, and date for exchange of exhibits from April 15 to June 15 in Louisville, Ky., tv ch. 51 proceeding. Action April 15.

■ Granted petition by Grossco Inc., West Hartford, Conn., for leave to amend its am application to include agreement between it and Berkshire Bcstg. Corp., Hartford, Conn., looking toward merger of their interests and dismissal of Berkshire application, and affidavit regarding arrangements under which Berkshire filed petition for dismissal of its application; application in consolidated hearing with Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Action April 18.

■ Granted petition by Transcript Press Inc., Dedham, Mass., for leave to amend its am application to make changes in its showing as to officers and directors of Transcript Press Inc., and Transcript Publications Inc.; application in consolidated hearing with Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Action April 19.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Minnesota Radio Co. for extension of time to April 22 to file proposed findings and conclusions in proceeding on its application for new am station in Hopkins-Edina, Minn., et al. Action April 14.

■ Granted petition by T. I. Moseley, Denver, Colo., for continuance of all scheduled dates in proceeding on its am application, et al.; continued hearing from May 18 to June 15. Action April 15.

By Hearing Examiner David I. Kraushaar

On own motion, corrected in various respects the transcript of oral argument in proceeding on application of Suburban Bcstrs. for new fm station in Elizabeth, N.J. Action April 13.

■ Granted request by Jerrold Electronics Corp. for continuance of hearing from April 20 to May 11, and afforded applicant until April 29 to file its projected petition for leave to amend and to exchange exhibits in proceeding on its application and that of Greentree Communications Enterprises for new tv stations to operate on ch. 9 in Flagstaff, Ariz. Action April 13.

By Hearing Examiner Jay A. Kyle

■ Upon verbal request by WPGC Inc. (WPGC) Morningside, Md., continued hearing from April 15 to May 16 in proceeding on its application for modification of license. Action April 15.

■ Pursuant to prehearing conference held April 18, scheduled hearing for May 6 in proceeding on fm applications of American Bcstg.-Paramount Theatres Inc. (KABC-FM) Los Angeles, and Tri-Counties Public Service Inc. (KUDU-FM) Ventura-Oxnard, both California. Action April 18.

■ Pursuant to request of counsel for Concert Network Inc., and with consent of all other counsel, informal exchange of engineering exhibits shall be on May 4, in lieu of April 20, as adopted at Feb. 11 prehearing conference, and formal exchange of all exhibits on or before May 18 in proceeding on applications of Concert and WBUD Inc., for new fm stations in Trenton, N.J. Action April 19.

By Hearing Examiner Forest L. McClenning

■ Granted request by Crittenden County Bcstg. Co. for continuance of hearing from April 20 to May 19 in proceeding on its application for new am station in West Memphis, Ark., et al. Action April 13.

■ Upon motions by Suburban Bcstg. Co. (WVIP) Mount Kisco, N.Y., and Eastern Connecticut Bcstg. Co., corrected transcript as proposed with certain exceptions and further corrected transcript subject to provisions of Sec. 1.148 of rules in proceeding on am application of Suburban. Action April 18.

By Hearing Examiner Herbert Sharfman

■ On request of Morton Bcstg. Co., continued prehearing conference from April 22 to April 29 in proceeding on its application and that of Clarence E. Wilson for new am stations in Morton, Tex., and Hobbs, N.M. Action April 15.

■ Scheduled prehearing conference for May 12 at 2 p.m., in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W.Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action April 19.

■ Scheduled prehearing conference for May 10 in proceeding on am applications of Wilmer E. Huffman, Pratt, Kans., et al. Action April 19.

By Hearing Examiner Elizabeth C. Smith

Pursuant to oral request and agreement of counsel at April 12 prehearing conference, revised certain procedural dates and continued hearing from April 21 to Sept. 12 in proceeding on applications of TBC Inc., and Bay Video Inc. for new tv stations to operate on ch. 13 in Panama City, Fla. Action April 13.

■ Upon motion by KATY, Sweetheart of San Luis Obispo inc. (KATY) San Luis Obispo, Calif., received in evidence its exhibit no. 4; application is in group 3 of consolidated am proceeding on applications of James E. Walley, Oroville, Calif., et al. Action April 15.

■ Pursuant to agreement arrived at during April 15 prehearing conference with respect to group 2 of consolidated am proceeding on applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al., scheduled dates which shall govern proceeding; scheduled hearing for May 23. Action April 15.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 15

KAYS Hays, Kans.—Granted license covering change in ant.-trans. location; remote control permited.

WLBJ Bowling Green, Ky.—Granted license covering installation new trans.

KXEN Festus-St. Louis, Mo.—Granted license covering increase in power, change ant.-trans. and studio location, installation of DA, ground system and new trans., change station location and specify studio location as Congress Hotel, St. Louis, Mo.

WRUM Rumford, Me.—Granted license covering installation new trans.

WSAU Wausau, Wis.—Granted mod. of license to operate trans. by remote control, daytime hours only; conditions.

WTOL Toledo, Ohio—Granted cp to install new auxiliary trans. at main trans. site.

WBRC-TV Birmingham, Ala.—Granted cp to make changes in ant. system and other equipment changes (main trans. & ant.).

WFLN-FM Philadelphia, Pa.—Granted cp to install new trans. and new ant.; condition.

WMUZ Detroit, Mich.—Granted cp to increase ERP to 115 kw, increase ant. height to 300 ft., change ant. trans. and main studio location, install new trans. and new ant. and make changes in ant. system; condition.

KAYS Hays, Kans.—Granted mod. of cp to change studio location and remote control point.

■ Following stations were granted authority to operate trans. by remote control: WMBI-FM Chicago, Ill.; KLOV Loveland, Colo.; WNAD-AM-FM Norman, Okla.; WLFM Appleton, Wis.

Actions of April 14

KTUX Pueblo, Colo.—Granted license for am station.

WJAB Westbrook, Me.—Granted license for am station.

KFI Los Angeles, Calif.—Granted license covering installation main and auxiliary trans.

KCMO-FM Kansas City, Mo.—Granted license covering increase in ERP and ant. height and changes in ant. system.

KBAY-FM San Francisco, Calif.—Granted license for fm station; change type trans. specify studio location (same as trans.), and delete request for remote control.

WCBT Roanoke Rapids, N.C.—Granted license covering installation new trans. and operate trans. by remote control.

WOKJ Jackson, Miss.—Granted cp to change trans. location.

K77AN Columbia Falls, Mont.—Granted cp to replace expired permit for tv translator station.

WLDY Ladysmith, Wis.—Granted mod. of cp to change type trans.

WSID Baltimore, Md.—Granted mod. of cp to change type trans.

WFBS Fort Walton Beach, Fla.—Granted change of remote control authority.

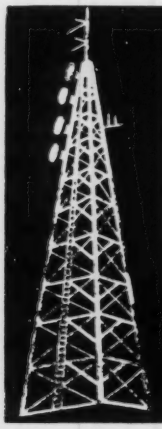
KGMJ Seattle, Wash.—Remote control permitted.

KSEA (FM) San Diego, Calif.—Granted extension of completion date to Sept. 18.

Actions of April 13

WSEB Sebring, Fla.—Granted license for am station and specify studio location.

Continued on page 111



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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Eastern major metropolitan market station has opening for sales manager. Good salary and override. Excellent potential. Give full background. Box 186A, BROADCASTING.

Managers - commercial manager - salesman. Mid south chain has opening—experienced salesman with management potential—28-40—married. Liberal guarantee, rapid advancement, all moving expenses. Send resume, recent photo, Box 198A, BROADCASTING.

Assistant manager for Texas kilowatt, experienced in sales, programming. Must assume responsibility, have good radio experience, references. Prefer man presently employed in Texas. Good salary, commission. Box 215A, BROADCASTING.

Sales manager for group station. East coast. Excellent chance for advancement. Send snap and resume. Box 218A, BROADCASTING.

Wanted: Radio station manager. 1st license desirable but not required. Advancement opportunity. Salary and commission. Radio Station KVOU, Uvalde, Texas.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

1,000 watt, independent, full-time operation expanding sales staff. Guarantee against 15% commission. Right man can grow with this organization. Send detailed information on background, previous sales experience plus photo to KSSS, Colorado Springs, Colorado.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

We want a topflight announcer, mature mind, company man, congenial. Good production, tight shows. Join Florida's top metro. Mkt. team, send tape and personal presentation, then must have personal audition. No tapes can be returned. Address to Box 943S, BROADCASTING.

Daytime station upgrading staff needs first ticket-announcer combination. Minimum engineering. Looking mostly for good, mature, resonant voice that can handle any kind of announcing, including production spots. Want a man looking for a permanent location. Will pay right man $100 weekly. Send resume, photo, tape to Box 194A, BROADCASTING.

Announcer—Opening for organization type person at 5,000 watt station in Kentucky. Salary tops in area. Cordial staff. Will accept beginner with basic qualifications or seasoned veteran willing to work. Send tape and resume. Box 199A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer to do morning show, write copy and produce production spots. Must have good voice and be able to type. This is a permanent position in one of the nicest towns in central California near national parks. Submit full details. All replies will be held confidential. Box 201A, BROADCASTING.

Wanted, combo man Michigan station. Must be first class engineer and announcer. Will pay $100 per month over your current salary if you qualify. Reply Box 213A, BROADCASTING.

Hard working experienced newscaster, capable writer of local news. Must have commercial experience. Send photo, tape, tell all. Current earnings. KOEL, Oelwein, Iowa.

Announcers with first class ticket. Send resume and tape to KSBW Radio, P. O. Box 1651, Salinas, California.

Minnesota regional station wants news director. Announcing experience necessary. Good salary. KTOE, Mankato, Minn.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Wanted: Announcer with **first class ticket,** maintenance not necessary. WAMD, Aberdeen, Md.

Experienced staff announcer by independent music and news station. No beginners please. Tape, photo and resume WASA, Havre De Grace, Maryland.

Experienced announcer with first phone. Maintenance required. Send tape, photo, resume and salary requirements. WCRA, Effingham, Illinois.

Announcer, first ticket, Boston am-fm good music station. June 1st. 40-hour week. Emphasis on concert music. Resume, tape to R. A. Stuart-Vail, Program Director, WCRB, Box 288, Boston 54, Mass.

5,000 watt station in N.E. New York state needs good announcer. Tape, resume, minimum salary to WEAV, Plattsburgh, N. Y.

Newsman-announcer wanted immediately. Contact C.B. Heller, WIMA, Radio Station, Lima, Ohio.

Announcer-engineer position open, Radio Station WKAP, Box 689, Allentown, Pennsylvania.

Immediate opening for experienced morning man. Combo operation using latest equipment. Send full background experience and tape: Manager, WRTA, Altoona, Pennsylvania.

Announcer-operator by well-established station. WSIR, Winter Haven, Florida.

Announcer—for dj-staff. Experienced. Relaxed good music format. Work days. Benefits. Tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana, NBC.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Have positions open for announcers, news and copy experience helpful. Send Tape, resume, picture. New station tremendous potential. Write, Guy Christian, Box 337, Phillipsburg, Kansas.

Help Wanted—(Cont'd)

Announcers

Experienced air-salesman with 1st class license preferred for remote operation. No maintenance. Immediate employment, good salary and other benefits to qualifying men. Call Manager, ST. 6-6144 for details, Escanaba, Michigan.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing: will train. Good salary. Box 686S, BROADCASTING.

1st class ticket and 1st class voice, gets 1st class salary at one of Florida's finest independents, modern radio—3 years #1. Send tape and resume Box 944S, BROADCASTING. No tapes can be returned.

Chief engineer for large community antenna system in Louisiana. Background of maintenance and repair, and knowledge of video and antennas required. $600 monthly salary—truck furnished. Box 918S, BROADCASTING.

Wanted, combo man Michigan station. Must be first class engineer and announcer. Will pay $100 per month over your current salary if you qualify. Reply Box 213A, BROADCASTING.

Engineer, radio and television . . . transmitter and studio, small low power television operation, and 5 kw broadcast station. Mostly engineering and automation operation, very little announcing required. KINY KINY-TV, 231 So. Franklin St., Juneau, Alaska.

Wanted: Engineer-announcer. First class ticket. One kilowatt am daytime, 16 kilowatt fm unlimited. WCOW, Sparta, Wisconsin. Phone 3307.

First phone with announcing experience. Maintenance ability. Salary in line with experience. Send tape, photo, resume. WCRA, Effingham, Ill.

Experienced chief engineer. Immediate opening am and fm simultaneous operation. 250 watt fulltime remote control. No announcing. WSTC, Stamford, Connecticut.

Want experience? Immediate opening for first phone combo man, Pacific Northwest. Send tape, resume, Box 710, Colfax, Washington.

Production-Programming, Others

Continuity. Experienced preparation of production spots. Must be able to write creative and selling copy. Permanent position, salary open. Ohio am, fm, tv. Detail past experience, references, salary expected and enclose samples of work and small photo. Confidential. Box 129A, BROADCASTING.

Experienced copywriter in one of the industry's fastest growing chains. Excellent opportunity for advancement. Send complete resume and sample copy with first letter. Box 158A, BROADCASTING.

Two excellent candidates for station chain wanted. One for news director, other for program director. Good prospect of ultimate transfer from radio to tv if desired. Send background tape and photo to Box 219A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Top sales and production personnel. KASE, Austin, Texas.

Need news director. Must gather, edit and report. Station equipped with mobile news unit. Send audition, snapshot, resume and salary requirement to Program Director, KGFW, Kearney, Nebraska.

WNXT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

Immediate opening for top-flight program director. Top pay for top man. Air-mail tape, photo, resume to P.O. Box 5606, Daytona Beach, Florida.

Situations Wanted—Management

Ideal profitable small market management guaranteed. Young, honest family executive. Box 116A, BROADCASTING.

Experienced manager, chief engineer, program director, sales manager, announcer, recording expert, network operation. 20 years in tv and radio and recording field. Desire the slower pace of life in smaller towns. Prefer the southern Oregon or northern California area. Box 200A, BROADCASTING.

Manager, commercial manager or troubleshooter—your multiple group or individual station. Currently sales director in one of first fifteen markets. Seeking change for personal reasons and lack of advancement opportunity. Can document $350,000 personal sales last three years alone—all local. 16 years experience—first 9 airman, programming, administration—last 7 exclusively sales. College grad in upper thirties with family. Can't consider "if come" deals promising great things in distant future. Verifiable background is proof-plenty. Prefer midwest or south. Box 205A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Twelve years management. Last year and a half in highly competitive top 50 market. Wish to relocate with solid station in same type market where imaginative programming, community participation and alert sales direction will pay off for all concerned. No floater. Excellent references. Write Box 206A, BROADCASTING.

Opportunity and a challenge for both concerned—here is a progressive business mind looking for radio management, and futures with a challenge. Let's compare notes on sales, your market and opportunity. Box 207A, BROADCASTING.

Sales manager/manager. Medium market station. Heavy on local, regional. Package deals, saturation plans, participation segments. Solid experience in independent programming news and music. 15 years in radio. Highest industry references. Box 211A, BROADCASTING.

Ready to gamble 13 years radio tv agency experience on profit sharing basis in western states. Worked up from copy production merchandising sales to management. Considering several offers. Looking for best suitable not necessarily best financial offer. Box 224A, BROADCASTING.

Radio program manager can write "qualitative" story and build solid image. Double in production-promotion. Strictly commercial. West only. Box 227A, BROADCASTING.

Sales

N. Y. radio reps. Experienced man with present day problem awareness available for public relations, station rel. and sales promotion. To service your stations. Living in NYC. Will travel. Box 223A, BROADCASTING.

Young, experienced, medium market sales manager, seeks advancement to station with potential. Proven sales record. Midwest to Rockies. Box 229A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

25 years old, single, 2 years experience, prefer Tennessee. Box 119A, BROADCASTING.

Announcer-producer, creative, experienced. Good air salesman. Sober, stable family man. Prefer northeast. Box 122A, BROADCASTING.

Radio - television, announcer - newscaster-personality. 10 years experience, top 20 market. Married, 32 years of age, reliable. Desire metro Florida market, but will consider any major market. Address all replies to Box 128A, BROADCASTING.

Happy adult morning personality-dj with "good morning" sound. 5 years. Now making $130 for 48 hours. May take less money for fewer hours. Box 131A, BROADCASTING.

Announcer wants job. Run own board. Will travel. News. Commercials. Box 132A, BROADCASTING.

Experienced announcer, dj (2 years experience) interested in booth and on-camera announcing or radio-tv combination. Family man, mature. Wishes to relocate permanently. Box 154A, BROADCASTING.

Young dj-announcer would like start in newscasting and/or sportscasting. Available June 6. Box 180A, BROADCASTING.

Personality dj—Young man, graduate of SRT with two years college experience will go anywhere. Box 182A, BROADCASTING.

Announcer/dj. Intelligent modern sound. For larger markets. Creative. Versatile. Box 187A, BROADCASTING.

Need start anywhere—young with good broadcast knowledge, electronics. Available now. Box 188A, BROADCASTING.

Top announcer/dj wants to relocate in California, Florida, or metropolitan south. Top rated man now working in top metropolitan market. Excellent voice, excellent news, five years experience. Proven showman, excellent production and ideas. Married, one child, veteran, young. Resume, tape, on request. Minimum $150.00. Box 191A, BROADCASTING.

Country music personality. Can handle pop, rock-n-roll, news, too; prefer country music though. Dependable, family man. Write Box 196A, BROADCASTING.

Personality dj—Good ratings in one of top seven markets; college graduate; four years experience; now making over $100 per week. Box 203A, BROADCASTING.

Single, 25, college graduate, small experience, big potential. Quality guaranteed. Box 204A, BROADCASTING.

Alert announcer, positive commercial delivery. Follows instructions to the letter. Persuasive medium-pitched voice. Partial to southwest. Immediate tape. Box 208A, BROADCASTING.

Working announcer-chief engineer, over seven years experience, all phases. Relocate in the southwest. Box 217A, BROADCASTING.

Major market dj. Five years experience—production, will travel. Tape on request, 27, single. Box 220A, BROADCASTING.

Big city radio personality with tremendous success history, desires to make connection with radio or radio-tv operation. Strong on air, sales and station promotion. Box 221A, BROADCASTING.

Powerful radio personality who without formulae or top 40 doubles and triple ratings. Been major asset to station both coasts, biggest markets. Resume, tapes and success stories on request. Box 222A, BROADCASTING.

Need an experienced staffer? Five years solid radio. Adult operation only. Now announcer-pd. Cities 75,000 up only. Midwest. Box 226A, BROADCASTING.

CAREER OPPORTUNITY WITH AMPEX

Do you hold an electronics engineering degree or equivalent experience in tv broadcasting field? Then you may be the man sought by Ampex Professional Products Co., originator and manufacturer of the world famous *VIDEOTAPE* Television Recorder.

2 yrs. or more technical sales experience with tv stations may qualify you as a sales representative for Ampex's Video Division. Openings exist in several areas throughout the United States.

This is an *unusual opportunity* to match your personal career to that of the dynamic company featured in the April issue of Fortune Magazine.

In addition to salary and bonus which meet or exceed the best in the industry, benefits of a career with Ampex include expense account, profit sharing and liberal medical-life insurance program. Send resume to: T. T. Scudder, Jr., Personnel Mgr., Ampex Professional Products Co., Box 3000, Redwood City, Calif.

Situations Wanted—(Cont'd)

Announcers

Experience and versatility. Mature, authoritative news delivery, gather write. Top pop and c/w dj. Showmanship and tight production. Married, sober, and dependable. Management knows of ad. Fred Chapman, KFXD, Nampa, Idaho.

Announcer, dj. California. Lite on experience, pleasing personality and sound. Restricted license, want fill in for evenings and Saturdays and Sundays. Age 34. Write 10037 Halbrent, Sepulveda, California.

Announcer, first phone, no maintenance, $85.00, no car. BE 7-6721 after 5 PM. Walter Piasecki, 2219 N. Parkside, Chicago.

First phone combo available immediately. Prefer southeast. Also experience in tv production and engineering. Ansel Weathers, 208 Avenue "A", S.E., Winter Haven, Florida.

Staff announcer, experienced with first phone. Fit any programming. Lyle D. McMullin, 731½ W. 12th, Trenton, Missouri. Phone 1161 w.

Available immediately! Experienced in dj, news, sports, commercials and newscasting. 7 years experience. College graduate, A.B. degree in speech, desire adult programming station, network or strong independent. Relocate anywhere! Ray Bartlett, 1215 Harvard Ave., Billings, Montana, CHerry 8-8438.

Young, married, veteran, some experience wishes chance to swing for lively station, available 10 June, POrter 2-1310, Clovis, New Mexico. Box 184A, BROADCASTING.

At last you can sell the Irish market through Brian Gallaher, formerly with radio Eireann, now in New York. Give them Irish music, Irish news, and above all, an Irish brogue. The luck of the Irish will be yours. Phone—ST 9-2589 after 6:30 p.m. Write—39 Montgomery Place, Brooklyn, N.Y.

Modern live wire swingin' disc jockey available. Have worked five and six station markets. Production minded with good equipment. Wire: Bob Montgomery, 16806 LkwD. Hts. Blvd., Cleveland 7, Ohio.

"Combo" engineer-announcer desires immediate employment. Earl Hill, 3104 Hudnall, Apt. C, Dallas 35, Texas.

See television ad—Dick Landfield . . . . .

Technical

Chief engineer available. 18 years experience all phases of operation, planning and construction both television and radio. Box 134A, BROADCASTING.

First phone, 8 years experience am and fm, transmitter and studio. Tape and disc recording. Box 151A, BROADCASTING.

Female with 1st class license. 5 years experience 5 kw. Weak on maintenance. Typing ability. Prefer station directional antenna in south. Box 169A, BROADCASTING.

1st phone, 5 years am experience maintenance, construction, directional. Ham 10 years. No announcing. Married. Virginia or neighboring states only. Box 185A, BROADCASTING.

Engineer. First phone. All phases high powered directionals. Measurements, maintenance, remotes, etc. FM. Desire straight engineering, or job with some sales. Box 209A, BROADCASTING.

Experienced announcer, first class licensed. $100. Phone: Palatka, Florida, East 5-4535, Extension 216.

Chief or assistant. Nine years radio, one tv. Joe McClain, 1306 N. McCann, Kokomo, Indiana.

Beginner engineer—First phone. Desire opportunity to learn and advance. John McIntyre, 3309 Ridgeoak Drive, Dallas 34, Texas.

College student with first phone desires summer employment. Chuck Barrows, 1104 So. 123 St., Tacoma, Washington.

Situations Wanted—(Cont'd)

Technical

Engineer announcer 6 years experience prefer country music. Number 1 in area. Sober, not a floater. Call Ted, TE 8-9460, 3925 Kearby St., Fort Worth, Texas.

Production-Programming, Others

June or before. News-director, pd ten years. Can organize both ends. No top forty. Excellent references. Require personal interview. Midwest. Box 181A, BROADCASTING.

Copywriter—Seeks staff position, small market. Visually handicapped, but capable. Samples available. Box 190A, BROADCASTING.

Married, currently employed in top 25 market, graduating from college in June. Two years commercial experience. Strong on production. Looking for pd job in smaller market. Box 212A, BROADCASTING.

News director 15 years experience, major and medium markets. Set-up and actively direct an action-packed news format for your station, starting from scratch or with your established policies. 38, married, personable, steady habits, etc. Currently employed major market, but program changes here have eliminated five-man news department. I know what I'm doing; need no supervision. Minimum $7,500. Phone Cleveland, Ohio. LAkewood 1-3456.

TELEVISION

Help Wanted—Sales

Medium market vhf network station needs sales manager who will call on national agencies plus direct local salesmen. Travel will take up 50% of your time. Excellent future for selling sales manager. Incentive plan. Must be stable married man who wants to become a part of a growing community. Send resume with billing figures to Redd Gardner, General Manager, KCRG-TV Cedar Rapids.

Technical

New midwest tv station requires experienced tv engineers. Send resume to Box 192A, BROADCASTING.

Midwest vhf-am-fm transmitter technician. Video control-studio technician. Requires first class ticket. Only experienced personnel need apply. Top station in a large market with full color and tape facilities. Send complete resume, photo, and expected salary. Box 231A, BROADCASTING.

First class engineer wanted for studio operation full power vhf with remote unit. Some experience necessary. Contact Chief Engineer, KLFY-TV, Lafayette, Louisiana, Phone CE 5-9494.

WTOC-TV, Savannah, Georgia, needs first class engineer or qualified experienced technician. Reply by letter giving complete qualifications, references, photograph and salary requirement to chief engineer.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Supervisory engineer wanted. Engineer with qualifications for supervisory duties with pioneer basic major network station in upper south. Must have a first class radiotelephone license with experience on studio, VTR, and transmitter equipment. Excellent working conditions with holidays, vacations, and insurance. Send full resume with picture to Box 974S, BROADCASTING.

Experienced television copy writer, male or female, to expand present staff of four in medium midwest market. Above average salary, health insurance, pleasant working conditions. Immediate opening. Applicants from midwest preferred. Send complete resume, sample copy to Box 210A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

WFMY-TV Greensboro, N.C., needs television copywriter for commercial spot copy. Prefer television experience, but radio will be considered. Forty-hour week, excellent working and living conditions. Group insurance plans. Two person department. Give us full information about experience and send samples of copy, along with photograph to Miss Pace, WFMY-TV. All applicants will receive reply.

TELEVISION

Situations Wanted—Management

Is your station editorializing on newscasts? Screening commercials before acceptance? Both will be S.O.P. as industry matures. Tv station owner with similar convictions can size up blunt, follow-throughing, successful commercial manager in 250,000 set city seeking small market station managership, preferably southeast. Solid eleven year record, character to match. Box 979S, BROADCASTING.

Situations Wanted—Announcers

Professional tv announcer-newscaster. Top qualifications. $150 weekly plus talent. Box 142A, BROADCASTING.

Help! Trapped in the twilight zone. Announcer, hot personality, weather, kiddie shows, director, production supervisor. Sincere hard sell. Six years radio-tv. Young, married, one child. Go anywhere as long as its up. Now working midwest tv. Box 225A, BROADCASTING.

Experienced—On camera televison—50,000 watts radio. News director, versatile dj, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Major market permanency, only. Weekly minimum $125.00. Dick Landfield, 4013 N. Richmond, Chicago, Illinois. KEystone 9-7485.

Technical

Chief or supervisor, 12 years am-fm-tv, planning, construction, maintenance, operations. 4 years chief, 4 years supervisory experience. Box 109A, BROADCASTING.

Florida stations hire graduates of comprehensive technical and production training program. For equal satisfaction contact Intern Supervisor, WTHS-TV, Miami.

Videotape man. Five years experience studio operation, construction, maintenance, supervision. One year strictly tape. Prefer southeast. Available May 16. Dave Jacobson, Box 424, Aurora, Minn.

Production-Programming, Others

Director in 25th market desires to move up. Well rounded and can do own switching. If you have a challenge, I'm your man. Write Box 195A, BROADCASTING.

Tv research. All phases broadcasting research. Management and promotional uses. Presently with leading broadcast research firm. Available for new assignment with station group, rep, firm, or agency. Inquire in complete confidence. Box 214A, BROADCASTING.

Time of Decision follows five years close observation tv as columnist, features editor top daily. Vivid approach to scripts, copy. Background MA, playwriting. Box 235A, BROADCASTING.

News director 7 years top network and NY local; documentaries, special events and pub. affairs; wishes to relocate to major market outside NY. Box 236A, BROADCASTING.

FOR SALE

Equipment

For sale, Gates remote control. Cabinets included. Looks like new. One half original cost. Box 868S, BROADCASTING.

TV antenna system, 300 ft. Ideco guyed tower and lighting, 3-bay superturnstile RCA 7-13 antenna, dual 3⅛" RCA teflon line, elbows, gas seals, inside elbows and dehydrator. Box 137A, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

RCA beat-frequency oscillator type 69-B—$95.00. RCA noise and distorter meter type 69-B—$95.00. Both in good condition. Box 193A, BROADCASTING.

Two RCA TS5A and one TS21A switchers. Prices and details upon request. Box 232A, BROADCASTING.

Gates remote control—excellent condition, now in use. $500.00 for quick sale. Radio Station KATE, Albert Lea, Minn.

Two DuMont Type TA-191A Cinecon flying spot scanner film projectors in excellent condition and complete with two video amps., power supplies, local and remote control panels, spare parts and tools. Equipment lists and costs. 2 Projectors 5363-B, $2,500—$5,000. 2 Ped 5337-A, $900—$1,800. Including: 2 local controls 5356-A, 2 audio amps 5421-A, 2 power supply 5422-A, 2 exc. lamp sup. 5423-A. 2 Video Amps. 5310-C, $375—$750. 2 power Sup. 5019-A, $300—$600. 1 Remote Panel 5355-B, $200—$200. Total $8,350. Please reply to E. Newton Wray, % KTBS-TV, Shreveport, La.

Western Electric 10 kw fm transmitter plus many extra tubes and parts. For sale to one or two buyers. WIFI, Box 3022, Philadelphia 50.

Used only 5 years, in excellent condition RCA BTA 250L am transmitter. Call or write McMurry, WJPR, Greenville, Mississippi.

Monitor, fm freq. and modulation. W.E. 5A complete with 20C power supply. Now operating at 106.1. Easy to change crystal. Best offer. WQAL, Philadelphia 18, Pa.

Buy, sell or trade also new and used towers. Special 150′ am self-supporting. Ready to ship $1,000.00. P.O. Box 55, Greenville, N.C.

Western Electric 443A one kilowatt am transmitter, 550-2700 kc, FCC type approved. Complete with doghouse and some spares. Excellent condition. Best offer over $500. Also 4 channel airborne tape recorders. Jim Carpenter, 2621 Sarda, Rancho Cordova, California.

Microwave transmission line—Andrew 1⅝" rigid 51.5 ohm, teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Commercial test, monitoring, terminal, microwave, and assorted transmitting and studio equipment. Tubes and components also bought and sold. Electro-Find, 550 Fifth Avenue, N.Y.C.

Magnecord PT6JAH $340; PT63JAH, $375, both thoroughly reconditioned. PT6M motor spooling mechanism $75. Concertone professional good condition $299.50. United Radio, 22 N.W. 9th, Portland, Ore.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Equipment

Wanted to buy—1⅝" co-ax, rigid transmission line. Send full information to Box 860S, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Album library sought; radio station wants top condition used record albums 33-1/3 rpm. Write Box 202A, BROADCASTING.

DuMont acorn 500 watt hi-band, also have another party for a 5 kw DuMont amplifier hi-band. KINY-TV, 231 So. Franklin St., Juneau, Alaska.

One Gates CB 11 turntable mechanism. Allen King, RFD, Wesson, Miss.

Any type or quantity of terminal monitor, test, studio or microwave equipment including tubes. Electro-Find, 550 Fifth Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC Licenses, six-week course. Ninety percent pass license examinations the first time taken. Next class June 13th. Free literature. Pathfinder, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Your station directly "connected" to thousands of telephones in your area. Effective for sales, surveys and public relations. Write Box 189A, BROADCASTING.

Researchers: Use fast, accurate "Metzger's Table of 45,000 Per Cents" for denominators 1 through 309. $5.00, 55 pages. Box 717, Atlanta 1, Georgia.

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

BUSINESS OPPORTUNITIES

Reputable station owner desires to borrow $25,000 for one year or less. Willing to pay better than 6% interest and offer 51% stock in $100,000 operation as security. Confidential. Write Box 228A, BROADCASTING.

Help Wanted

Sales

Wanted — Time Salesman

Excellent opportunity for early advancement to Sales Manager. Large am-fm operation in western New York. Salary and commission. Send resume, references, desired salary, etc., to:

Box 230A, BROADCASTING

Help Wanted—(Cont'd)

Sales

LIFE OPPORTUNITY

Salesmen and D.J.'s

Top station major market wants 2 young salesmen for future executives. College, ability, willing to work.

2 big time D.J.'s for top shows. College, ability, personality.

Adding to staff and desire outstanding people. Give complete details.

Box 234A, BROADCASTING

SALES ENGINEERS

Leading broadcast equipment manufacturer accelerating expansion program. Looking for top-notch sales minded professionals to travel and sell quality equipment in the following areas:

Northwestern States
Midwestern States
Eastern States
South Central States

These positions command high salaries, paid expenses and incentive program for increased sales. Full company benefits, too.

Please do not call as only written resumes can be accepted to permit careful evaluation.

Send resume to
Personnel Department
Gates Radio Company
Quincy, Illinois

WANTED TO BUY

Stations

INVEST AND MANAGE

Successful radio manager, small, medium, large markets seeks ownership and management opportunity in the west. Early thirties—family man.

Box 183A, BROADCASTING.

Want to purchase radio station in, or just outside N.E. Buyers have necessary capital and know-how. No brokers please. Reply to Box 216A, BROADCASTING.

Employment Service

CAREER OPPORTUNITIES

Announcers — Sales Manager — Time Sales — Engineers — We have openings available in all categories—in many markets. Write NOW for an application.

BROADCAST CAREERS

6230 Troost Ave. Kansas City 10, Mo.
HI 4-2900

JOBS IN BROADCASTING

Interesting and challenging positions available for competent, reliable broadcasting personnel—Radio and TV broadcast or behind the scenes. Our employment agency may help you to achieve your highest artistic and salaried potential. Write today for free details to:

RICHARD M. HANLON ASSOCIATES

P.O. Box 1193 Indianapolis 6, Ind.

MISCELLANEOUS

D-J'S COMEDY MATERIAL D-J'S

New, Original, Timely, Sharp. Hundreds, one liners, jokes production bits — wit — etc. Never heard before—The greatest. Top D-J's U.S. and Canada, using.

Over 50 typewritten pages . . $5.00

Money Orders to:
LES CARTER PRODUCTIONS
82 Bellevue Ave.
Toronto, Canada

BROADCAST PRINTING

Continuity Paper **4.40** per 1000

Minimum order 5000
16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

STATIONS

FOR SALE

CALIFORNIA RADIO STATION

Will sell all, half, or lease. Station in the black doing well. Absentee ownership makes this offer necessary.

Box 197A, BROADCASTING

PACIFIC NORTHWEST. MAJOR MARKET FULLTIMER

Excellent dial position. Highly rated and operating in black, with revenues steadily increasing. $350,000 with 29% down and balance on good terms. Considerably less for cash.

Box 233A, BROADCASTING

Stations

FOR SALE—(Cont'd)

Calif.	Single	250w	$65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Fla.	Small	250w	53M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Small	250w	85M	8 dn.
Fla.	Medium	5kw	230M	29 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
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GUNZENDORFER

CALIFORNIA — Unique four station package buy. All non-directional fulltimers in leading southern California markets. Price for all stations **$750,000** including $150,000 worth of real estate. (Exclusive)

* * * *

ARIZONA—1000 watt daytimer **$60,000.** $20,000 down. Easy payout. (Exclusive)
CALIFORNIA—Northern 250 watter fulltimer ***$75,000.*** 29% down. $300 a month payout. (Exclusive)

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles, California
Licensed Brokers—Financial Consultants
Phone OLympia 2-5676

To buy or sell Radio-TV properties contact

PATT McDONALD CO.

Box 9266, Austin, Texas. GL. 3-8080
Or, Jack Koste, 60 E. 42nd, NY 17, NY
MU. 2-4813

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Continued from page 106

KIUL Garden City, Kans.—Granted license covering installation new trans.

WDSM Superior, Wis.—Granted mod. of license to operate trans. by remote control, using DA, DA-N; conditions.

KOBY-FM San Francisco, Calif.—Granted mod. of cp to decrease ant. height to 924 ft., change type ant. and make changes in ant. system.

WHYS Ocala, Fla.—Granted extension of completion date to April 15.

Actions of April 12

WSNO Barre, Vt.—Granted assignment of cp to J-K-L Bcstg. Co.

Old Pueblo Bcstg. Co., Tucson, Ariz.—Granted license for 1 trans. in low power service.

Actions of April 11

KLPR Oklahoma City, Okla.—Granted acquisition of positive control by **Lovelle Morris Jack Beasley** through purchase of stock from **B.M. "Monty" Wells.**

WBNY Buffalo, N.Y.—Remote control permitted.

KMFM (FM) Tularosa, N.M.—Granted request for cancellation of license for fm station; call letters deleted.

KMAM Tularosa, N.M.—Granted request for cancellation of license for am station; call letters deleted.

Actions of April 8

KQAL-FM Omaha, Neb.—Granted mod. of SCA to change sub-carrier frequency from 41 kc to 42 kc and 67 kc and make changes in equipment.

KMAQ Maquoketa, Iowa—Granted authority to sign-off at 6 p.m., CST, for period through Sept. 30, except for special events when station may operate to licensed sign-off time.

KEYD Oakes, N.D.—Granted authority to sign-off at 6:30 p.m., for period through Sept. 30, except for special events when station may operate to license design-off time.

WCKB Dunn, N.C.—Granted authority to sign-on at 6:30 a.m. and sign-off at 6:30 p.m., for period through Aug. 31, except for special events when station may operate to licensed sign-off time.

WOWY Clewiston, Fla.—Granted extension of completion date to Aug. 1.

PETITIONS FOR RULEMAKING

John R. Powley & Frank J. Hedrick, Houston, Tex.—Requests amendment of rules as follows: (1) change educational reservation in Austin, Tex., from 70— to 24; (2) delete ch. 70—and add ch. 67 in Austin, Tex.; delete ch. 52— and all ch. 70— in Brenham, Tex. and delete ch. 53+ and add ch. 76 in San Marcos, Tex.

WMIX-AM-FM Mt. Vernon, Ill.—Request assignment of ch. 13 to Mt. Vernon, Ill., and to take such steps with respect to utilization of ch. 13 at Bowling Green, Ken. as indicated by petitioner. Denied by memorandum opinion & order adopted April 8, 1960 and released April 11, 1960.

Stations

FOR SALE—(Cont'd)

STATIONS FOR SALE

ROCKY MOUNTAIN. **Fulltimer. Average gross $80,000 for last five years. Asking $80,000 with 29% down. Exclusive.**

ROCKY MOUNTAIN. - SOUTHWEST. **Good sized market. Doing $80,000. Daytimer. Asking $120,000 with 29% down.**

CALIFORNIA. **Exclusive. Daytimer. Asking $65,000 with 29% down. Man and wife operation.**

SOUTHWEST. **Top market. Fulltime. Well established. Doing $10,000 a month. Asking $275,000 with 29% down.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

THIS CAPTIVE AUDIENCE IS TRYING TO REACH YOU!

Help forge the only link with freedom that 76 million satellite captives have— support Radio Free Europe

Leaders of the broadcasting industry—men like Goldenson, McGannon, Sarnoff and Stanton—are today urging you to help tell the truth to the audience that needs it most. Use *your* programs, *your* voice to back up your Radio Free Europe colleagues. Seldom has American broadcasting had such an opportunity to help sustain *free* broadcasting throughout the world. Your RFE kit contains all the radio and television materials you need to do a complete job.

What Radio Free Europe is

RFE is a privately supported network of 28 transmitter and relay stations broadcasting to *76 million* captive peoples in Poland, Hungary, Czechoslovakia, Bulgaria and Romania. It is on the air up to 18 hours a day reaching this vital, truth-hungry audience.

Why RFE is important

Without broadcasts like those of RFE, the captive peoples of satellite countries would never know the truth about the outside world. It gives moral sustenance to those nations which have traditionally loved freedom. During the Special Campaign period, April 24—May 8, please give Radio Free Europe your all-out personal support.

Broadcasters for Radio Free Europe

OUR RESPECTS TO . . .

William Myron Savitt

No man hath a greater love for his community than Bill Savitt for his adopted city of Hartford.

A whiz at promotion and a philanthropist at heart, Mr. Savitt has built a legend for dependability and service in a community whose very foundation is sunk solid in the dependable and conservative insurance business.

The community image of Bill Savitt, successful operator of radio station WCCC and Savitt Jewelers, a thriving retail outlet, stands out and up, though often unconventionally.

He has a credo—much publicized in Hartford—that he'll "stand on my head to serve you." Over the years, the heads-down image has become an institution. When the occasion moves him, Bill Savitt will bustle out of his office on the second floor of the jewelry store and select from the narrow but well-stocked trophy department a foot-high (and feet-high) image of Mr. Savitt cast in bronze for presentation to a citizen who has rendered an outstanding community service.

Mr. Savitt, owner-operator of WCCC, constantly gets at the head of the line and his name in the newspapers for community service that must come up to his own special standards.

Simplicity ■ His services are mostly simple, but often costly. At considerable expense, Bill and brother Max Savitt, an attorney and former city police court judge, once rented phone lines during the winter season to pipe after-hours music to skaters in the city's public park system (the decision came after they took their own children for an outing on the ice).

The Savitts always loved sports. Eight years after they arrived in Hartford from their Springfield, Mass., home, the brothers in 1926 founded the Savitt Gems Baseball Club, kept organized baseball alive and attracted pro ball clubs to Hartford until the post-World War II baseball pinch snuffed out public support.

There's hardly an important cause or fund-raising in town in which Bill Savitt isn't leading the way. He was chairman of the state's merchants disaster committee formed to help the small retailer hurt badly in those communities stricken by the floods of late 1955. He's now engaged in fund raising for the planned U. of Hartford. During World War II, he ate up space and time in newspapers and on radio promoting blood donations, Red Cross funds, letter-writing to servicemen, support to USO, war bonds purchases and the like. (There was no room in Mr. Savitt's planning in those days for jewelry ads.)

Big Beltline ■ He's a sucker for a hard luck story, or as one friend put it: "A man whose heart always has had a bigger beltline than his trousers." Despite a flamboyance that normally accompanies his activities, Mr. Savitt has made most of his contributions to the needy and destitute on the spur of the moment and under a cloak of secrecy. An associate remarks: "If by any slim chance Bill is not a millionaire it's because he's given away the balance to several hundred deserving souls."

At an interview in his modern Tudor-styled home in a residential area of Hartford, Mr. Savitt explained his reputation for being a soft touch. For one thing, he feels he owes the community something. Bill and Max, members of a family to which seven children were born (Bill on March 9, 1901), arrived broke and job-hungry in Hartford 24 years ago. They found friends and fortune in a city of opportunity.

And, says Mr. Savitt, he just can't help himself. A school ball team seeks uniforms and a couple of the boys talk to the station owner. "Now, how can you say no to a thing like that?" says Bill Savitt with a face-splitting grin. Result: a dinner gratis from the Savitt brothers and money is raised for the uniforms.

His two enterprises—store and station—are at opposite ends of Asylum Street in downtown Hartford. The store he founded in 1919, the station in 1948. How did he get into radio? "I love promotion and people; radio, which is made up of both, came naturally. I eat it up like you eat three meals a day."

WCCC's Savitt
On his toes, or on his head

Savitt Saturation ■ Radio is promotion as well as public service in Mr. Savitt's book. This is obvious in that WCCC runs some 400 Savitt Jewelry spots weekly. But he doesn't stop there; he's running the same schedule on four competing radio stations.

He has a program philosophy. Sunup to sundown, he says, "we provide the music you want in good taste; you can depend on us for time, news and temperature every 15 minutes." Listeners are cued to this message through announcement quickies—"TNTs," as Mr. Savitt has named them. Radio, he notes, is a specialized business which offers the advertiser facilities for repetition in messages which can be convincing, though soft sell and in good taste.

For years WCCC has devoted the last few moments of its broadcast day to spotlighting nighttime shows on other local stations, a practice which became so popular one station (WTIC) decided to buy the time for its exclusive promotion.

William Myron Savitt has a few other interests going. He enjoys travel (at the world's fair in Brussels he picked up diamonds for the business and some 40,000 post cards for friends and contacts), golf at the Tumble Brook Country Club where he has a chance to be with "good company," the Rotary Club, the Masons and the NAB.

Unlike his hypoed public life, Mr. Savitt lives quietly at home with his family: his wife, the former Helen Nathanson, whom he married in Hartford in 1938, and their two daughters, Rosalie Spring, in her early 20s, and Deborah, in her teens.

Proclaimed ■ In seeing the sights of Hartford, clean, green parks and the white marble of insurance company headquarters buildings, a visitor finds it impossible to miss countless signs and stickers (and radio announcements) which proclaim Mr. Savitt and his "POMG." Questions about it were right down Mr. Savitt's happy alley.

Offering the telephone and the phonebook, he challenged the questioner to make a random call to any number, confident that whoever answered would know the meaning of POMG. While the questioner was getting up enough nerve to call a perfect stranger, his taxicab arrived and Bill Savitt settled the question by asking the cabbie for the meaning. "Peace of Mind, Guaranteed," said the cabbie as he started to drive away. His next remark, to his fare, added a bonus that would have guaranteed its recipient peace of mind—or possibly brought on one of his headstands: "He a great man, that Bill Savitt, isn't he?"

Clear it with Oren

PERHAPS the most powerful man in the House next to Speaker Sam Rayburn is Oren Harris (D-Ark.), chairman of the Interstate Commerce Committee and of its Subcommittee on Legislative Oversight. Bureaucrats cringe at mere mention of his name. Broadcasters know at first hand that he is resourceful and tenacious.

The trigger-tempered Mr. Harris was largely instrumental in forcing the resignation of John C. Doerfer as chairman of the FCC. Yet, under somewhat similar circumstances involving another free plane ride, Federal Power Commission Chairman Jerome K. Kuykendall was not so much as reprimanded. Mr. Harris had "approved" the trip in advance.

Mr. Harris is determined to jam through Congress legislation bearing his name that would drastically amend the Communications Act. He accuses broadcasters of lack of cooperation, and contends that they take a "let's don't do anything" attitude. It has become axiomatic that if you do not agree with Chairman Harris you are not cooperating.

Does Mr. Harris expect broadcasters to come before him, hat in hand, to swallow legislation that would throttle their freedom? While his importance is acknowledged, he happens to be just one member of the 33-man Commerce Committee and of the 437-man House.

Mr. Harris gave the NAB witness before his committee a tongue-lashing because he had the temerity to oppose certain of the pending proposals. He accused broadcasters of approaching his legislation in a "jocular vein." He cracked the trade press (meaning us, we assume) as not being helpful to the broadcasters' cause.

We know of no responsible elements in broadcasting who regard the Harris proceedings as a laughing matter. The truth is that most of them are frightened; some perhaps intimidated.

The very essence of our form of government is the right to be heard. It is the duty of broadcasters (and of the FCC as the regulatory authority) to oppose legislation that they regard as unreasonable, unsound and therefore contrary to the public interest.

The surprise is that so few broadcasters have evinced sufficient interest in the Harris legislation to appear. Only the NAB and CBS, of all the groups and elements in broadcasting that would be adversely affected, sought the opportunity to testify. Some complained that insufficient time was allowed for preparation. Most, we surmise, took the "let George do it" escape hatch.

In passing, it is significant that broadcasters (and the FCC) are not alone in their view that all broadcasting does not reek. Chairman Emanuel Celler (D-N.Y.), who as chairman of the Judiciary Committee has more than a casual interest in communications legislation, laments the "wholesale condemnation of broadcasters' practices." And Rep. William H. Avery (R-Kans.) of Mr. Harris' own committee, disagrees that the public has lost confidence in tv and radio.

In the upper body, Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee repeatedly has urged that broadcasters be permitted to clean their own house. Parenthetically, it should be noted that before the Oversight Committee onslaughts began three years ago, communications legislation customarily originated in the Senate.

Although every known parliamentary maneuver may be tried, we doubt whether there will be action at this session on any omnibus bill to rewrite the Communications Act in the Harris image. We hope that bills to outlaw criminal practices and to simplify and expedite procedures will make it. There is no serious opposition. Nor should there be.

Mr. Harris is an able legislator. We do not question his sincerity. We do wonder why he is so impatient, short-tempered and, at times, so arbitrary.

Radio's newer image

A FEW years ago observance of National Radio Week (now Month) was an occasion for intensive promotion, meager hope and a brave front. But the 1960 celebration, to be held during May, finds radio entrenched with more than 4,000 stations on the air and enjoying unprecedented public support despite the regulatory and legislative goings-on in Washington.

Most radio stations are billing more business this year than they billed in 1959, and 1959 was the best year in radio history. An NAB survey shows that 92.7% of all stations expect their 1960 volume to equal or exceed last year's. This is a far more bullish attitude than prevailed a year ago.

Obviously advertisers believe in radio. They wouldn't if they thought that listeners had lost confidence in the medium. Listeners and listener confidence are the two most valuable properties radio can have. Both could be lost, in some measure, if government tampering persists.

This tampering has taken many forms, but it was probably at its peak of witlessness in the FCC's March 16 interpretation of the sponsor identification law. That interpretation betrayed a shocking lack of knowledge about the nature of contemporary radio. Other pronouncements by regulators and legislators have shown equal ignorance of the present relationship between radio and its listeners.

It would be a good idea for the government to declare a special month of its own. We suggest, as a working title, "Let's Leave Radio Alone Month." This would do more for radio and more for the American public than radio's own National Radio Month can possibly do.

But realism compels us to discount the possibility of the government taking so helpful an action. So the next best thing we can suggest is for all radio stations to get behind their own promotion which begins May 1.

During National Radio Month, and indeed during any month, radio can legitimately claim to be a principal fixture in the U.S. communications scheme, with unique features no other medium can match. At this point in radio history a massive promotion of National Radio Month would seem to be as essential as any radio activity we can think of.

Drawn for BROADCASTING by Sid Hix

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